FALL COIN MACHINE SPECIAL

The Billboard

SEPTEMBER 13, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Fall Optimism Is Keynote As Coin Industry Convenes

Jukemen Pick Eddie Fisher As Fall's Best

BB Polls Potential Hits From Stars; Miss Clooney Second

NEW YORK, Sept. 6.—Pfc. Eddie Fisher, who has had an unbroken string of disk clicks for more than a year, is the hands-down choice of juke box operators as the record artist most likely to come up with hits during the fall. The Victor star, who is serving in Korea, was given nearly 70 per cent more points by operators than runner-up Rosemary Clooney as the artist most likely to have the best new pop record releases this fall, according to the results of The Billboard Juke Box Operator Poll of Artists and Records. This survey, which covers the pop, hillbilly and rhythm and blues fields, is found in the Juke Box Program Guide beginning on page 59 in this issue.

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Pointing up the importance of the singer over the band these days as a record seller is the fact that of these 11 names operators named only one band—the Guy Lombardo ork.

Topping the operators' list of

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Billboard Backstage

By JOE CSIDA

The world is loaded with guys who have mastered the knack, legitimately or otherwise, of making a large buck. But few of these, in my experience, are true pros in the real sense of the word. Pros in the way that a Joe DiMaggio, or a Ray Robinson, or the better Hemingway, or a Tony Martin are pros. Guys who are craftsmen of the highest order, and pursue their crafts with a sureness, an unfrantic ease and polish, which belies the difficulty of the task.

In the songwriting business such a pro is Frank Loesser, only more so. It is possible that some of Loesser's pieces do not have the unmitigated class of the finest Rodgers and Hart, or Rodgers and Hammerstein efforts, but song for song, score for score, Loesser's work compares favorably with the R & H combinations. It may be argued that Loesser's tunes do not have the potent corn content of Irving Berlin's smashes but again, item for item, Loesser's average job makes Berlin's average ditty look like the work of a "Songs for Sale" hopeful.

I blew a good part of Thursday afternoon visiting with Frank, and enjoyed and profited by every split second of it. He played and sang for me the score he'd written for the Sam Goldwyn production of "Hans Christian Andersen," starring Danny Kaye. Took him about six months of hard, concentrated toil to turn out the batch of tunes for the picture. And any real student of words and music will recognize the intense, coldly analytical thought, mated with warm human understanding, which Loesser put into every syllable, every sound, in each and every song, ballad and novelty, adult and kiddie.

Loesser, virtually every time out, performs the almost impossible task of creating a score (whether for legit musical or Hollywood film) which develops the characters and story of the vehicle; yet a score made up of individual tunes, each of which has tremendous appeal when isolated from the vehicle. This was true of the "Guys and Dolls" score, and I think you'll find it even truer of the "Hans Christian Andersen" collection.

But what's even more interesting about Loesser is the manner in which he differs from most people with vast creative talent. Many such are fairly obnoxious, unbearably hammy as people, and most of them are pitifully poor businessmen. Loesser is about as unhammy as a person can be, and one of the clearest-thinking, ablest businessmen in show business.

He's taken on, for example, the not inconsiderable venture of publishing the "Hans Christian Andersen" score himself. That is, his firm is publishing it. When you consider that this is the type project generally handled only by music industry giants, such as Max Dreyfuss' Chappel Music, etc., you get some idea of the planning and problems involved.

It would be reasonable to expect that a gent who writes scores of this kind, publishes them, and, for kicks, occasionally turns out an individual tune like "Baby, It's Cold Outside," "Slow Boat to China," or "Hoop de Doo" would be inclined to a little temperament, a lot of neuroticisms. This Loesser guy carries all this off with a bright, calm persistence. Like I said, a real pro.

Legit Line-Up

Cities in the East are getting their fall seasons underway. Boston kicks off with "Bernardine" September 22; Erie, with "Paris '90" September 20, and Broadway's opener will be "Seagulls Over Sorrento" September 11.... The possibility exists that "Stalag 17" will re-open on the Stem September 15. Decision rests on whether the Chicago company stays in that city. If it does, the Stem version, which has been touring the Subway Circuit, will take to the road instead of reopening on Broadway.... "Be Your Age," starring **Conrad Nagel**, has been put off from October 30 to December 15. Cast and script revisions will take place meanwhile.... Rumor has it "An Evening With Beatrice Lillie" will tenant the Booth in October, perhaps on a five-week limited basis, with **Richard Aldrich** and **Richard Myers** sponsoring the Stem run. **Edward Duryea Dowling** produced the summer theater tour.

THEATER DE LYS TO OPEN SERIES ...

The new Theater de Lys, 121 Christopher, New York, opens a 10-play series September 29 with **John Huston's** "Frankie and Johnny." Admission will be by membership only.... The University of Delaware has arranged with the Wilmington (Del.) Playhouse for special student admission ($1.20) for all high school and college students in the area.

Film exhibitor **George T. Munton** is dickering for **Stephen Longstreet's** novel, "The Beach House," for pre-Broadway production on the Coast. . . . The closer of the Texas State Fair musicals, "Call Me Madam," topped the season with 112G. Grosses for the whole season figure around 460G.

The Italian government has granted show business folk in all fields reduced rates for themselves and baggage on the country's railroads. The law includes those connected in the business artistically, technically and administratively and includes their children (up to 14 years of age) and baggage per person of 440 lbs. . . . **Brett Warren's** acting school at the Demane Studios, New York, will begin October 6. . . . **Jules Dassin** will stage sketches for the **Bette Davis** "Two's Company" and **Firth Banbury** will repeat his English directing chores in the U. S. for "Deep Blue Sea." . . . **Burl Ives** was definitely set this week for "Paint Your Wagon," which starts a tour October 2. . . . The White Barn Theater, Westport, Conn., on September 14 offers a reading by 24 actors of "Macbeth." The cast includes **Staats Cotsworth, Muriel Kirkland, Paul McGrath, Horace Braham** and **Nancy Sheridan**.

The St. Louis Municipal Opera, outdoor theater in Forest Park there, closed its 34th season last Sunday night with a total attendance for 86 performances tallied at 724,270. "Annie Get Your Gun," pulled 147,099 in 14 nights, and the opener, "Show Boat," 99,083 in 11 nights. Attendances for the other nine operettas with shorter runs ranged from 45,000 to 65,000. The Theater Guild will reduce subscribers' ticket prices for "Mr. Pickwick.". . Mail orders for the Ballet Theater are accepted now. The ballet opens at the Met, September 25. New ballets include "The Harvest According" and "Triptych," with "Graduation Ball" revived. . . . **Robert Downing** has been signed as stage manager for "Seagulls Over Sorrento." . . . The opening of the Swedish version of "South Pacific" was postponed this week due to illness of the star, **Ulla Sallerts**. . A new producer for the will be **Mary K. Frank** with a script "Stars in a Person's Backyard" by **Joy Presson**.

Maxwell Anderson has a new script on the life of Charles II with roles suitable for **Rex Harrison** and **Lilli Palmer**, but the Theater Guild also wants the team for "Traveler's Joy."

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 6. — Exhibitors in the West will turn an eager eye to Los Angeles' Orpheum Theater later this month for the Coast's first test of big-screen television carrying a major sports event. Sherril Corwin's Orpheum is the first major house to be equipped with big screen TV equipment. In the past, Corwin utilized this equipment by projecting on his screen shows taken off the regular tele station channels. TV shows were integrated with regular films booked into the theater. Aside from the initial curiosity of seeing television projected on a screen, patrons showed little interest in attending the marriage between the motion picture and television media.

Corwin was showing TV programs his patrons could see on their own sets with less trouble and greater comfort. Since this wasn't considered a fair test of the big-screen theater television's pulling power, the industry anxiously awaited the day when the Orpheum would tie in on a closed circuit to bring entertainment not otherwise available.

This week, Corwin concluded an agreement with Nathan Halpern, of Theater Network Television, to carry the Walcott-Marciano title bout on September 23. The downtown Los Angeles house will be part of a national hook-up servicing some 90 theaters and marks the first time a program of any kind will be carried only for theater TV showing.

With theaters closing down in the face of TV's box-office onslaught, proponents of big-screen theater television have argued that this utilization of the TV medium may well emerge to save exhibitors from annihilation. Some exhibitors, doubting that anything can save them from ruin, claim the public now has been spoiled to accept this type of entertainment in the comfort of their homes and at no cost. They feel that not enough ticket buyers can be pried away from their TV sets to make big-screen theater television pay its way. Also, they contend that there isn't a sufficient number of events in a period of a year of such commanding appeal to warrant installation of TV equipment.

Corwin, first theater operator in the West to install big-screen facilities, is himself not too hopeful of a successful outcome of the September 23 test. With admission ranging from $3 to a top of $4.80, Corwin feels that even if he has a sellout in the 2,200-seat house he won't end up with much of a profit. But he, along with other exhibitors, eagerly look forward to the experiment to see how well it will draw.

In the meantime, on the production side of the industry, once eyes were turned with interest to the outcome of Metro-Goldwyn-Mayer's get-tough approach to Mario Lanza. Metro disclosed that it's dropping production of "The Student Prince" after an investment of $700,000 and will take the tenor to task in the courts. MGM said it was forced to abandon the picture after pouring all this money into sets, story, costumes and other necessities of movie making because Lanza, the film's star, repeatedly failed to report for shooting.

The courts will decide whether Lanza had justifiable cause to turn his back on the multi-million dollar production and inflict so great a loss on his studio. Thru the years, studios have suffered great financial losses from artistic temperament. Flare-ups by artists have caused costly production delays, but the studios' recourse for the most part, had been to temporarily suspend an actor. Seldom if ever had the celluloid Peck's bad boys gotten more than a tongue lashing and a reminder that it was the studio that made them what they are.

Whether Lanza or Metro is to blame in the present situation, it's interesting to note that the studio has gone beyond the usual bounds in dealing with an artist that fails to report for work. Metro's get-tough attitude has already cost Lanza his Coca-Cola radio show which this week was dropped by the sponsor. Metro now intends to take Lanza to court in an effort to redeem its alleged financial loss. If MGM carries out its threat, this may well cause an actor on the threshhold of a tantrum to give the matter a second thought.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 6.—Look for Congress to ponder anew next year the problem of how to break a growing TV freeze at Federal Communications Commission. The lawmakers voted FCC a hike in funds to hire seven more hearing crews, but the increased manpower won't be sufficient to break a bottleneck on hearings. Three-fifths of some 740 pending TV bids are already tied up in contests, and the end of the logjam is nowhere in sight. . . . Amusement construction is swinging to normalcy despite emergency controls, according to Department of Labor figures this week. Value of amusement construction launched in June soared more than 67 per cent higher than the previous June's, according to Labor Department. Rise reflects gradual easing of government controls. Timetable calls for complete end of freeze early next year unless defense emergency takes a turn for the worse.

COPYRIGHT CONFAB AMONG GALAXIES? . . .

The U. S. Copyright Office which dutifully serves as custodian of every inch of TV-radio script deposited for copyright, is impressed by what it's read lately about moon rockets and space ships. In a tongue-in-cheek essay titled "The Shape of Copyright to Come," Donald F. Reines, of the Copyright Office's examining division, suggests that maybe the time has come to plan an intergalactic copyright convention. The Copyright Office, says Reines waggishly, has reached "the inescapable conclusion that human beings, most probably Americans, will land on the moon before 1960, and on Mars and Venus before 1975." These landings will produce some knotty problems for creative folks who want their musical effusions and other works of art protected by copyright in outer space. For instance, assume that some composer stationed on the moon gets a tune published and distributed in the American colony there. The question arises, quips Reines, as to whether the tune "can be registered, and in what class."

As for Mars and Venus, they'll be real toughies for the Copyright Office when clerks get a cold sweat at the thought of trying to decipher the tricky new tongues of the Martians and Venusians. If the Copyright Office registers creative works from those planets, it'll be necessary to recruit some natives of Mars and Venus to handle the copyright applications in Washington, at least until our own civil servants catch up with the new languages, chuckles Reines. "While it is highly desirable to bring all this new material into the collections of the Library of Congress," he adds, "some present members of the staff have gone on record to the effect that they will not work with anything green in color, scaly in texture, or over 15 feet tall."

Then there's the possibility that Martians or Venusians may have more than one head, says Reines. "In this case would we register the work of one of these creatures as that of a single author?" Further out in space, the copyright problems are even more complicated, says Reines. The present 28-year term of copyright will be useless to creative heads at the farthest end of the galaxy inasmuch as it takes more than 28 years to reach earth from those areas. A tune published on the orb of Aldebaran and dispatched immediately to the Copyright Office would reach the Potomac about 36 years later, too late to register. The copyright lease of life will have to be extended, unless we want to break off copyright relations "resulting in the works of American authors being unregistered on Sirius, Canis Major, 23 Cygni, and other far-flung places." It will not sit well with the American publishing industry," says Reines, "to know that its best sellers are in the public domain thruout most of the milky way."

Maybe it'll be necessary to leave these problems to the first intergalactic copyright convention, says Reines but it's not too soon to start pondering. "We feel that, in keeping with the glorious traditions of the Copyright Office, we make every effort to solve most of these problems now," write Reines, "so that the pilot of the first rocket to the moon can make his flight with a mind free of anxiety, and with the knowledge that the service division, the examining division, the cataloging division and the reference division, are all solidly behind him. And we do mean behind."

BROADWAY SHOWLOG

Performances Thru September 6, 1952

DRAMAS		
Point of No Return (Alvin)	12-13, '51	268
The Four Poster (Barrymore)	10-25, '51	367
The Male Animal (Music Box)	4-30, '52	148
The Moon Is Blue (Henry Miller)	3- 8, '51	621
MUSICALS		
Guys and Dolls (46th Street)	12-15, '50	796
New Faces of 1952 (Royale)	5-16, '52	131
Pal Joey (Broadhurst)	1- 3, '51	284
South Pacific (Majestic)	4- 7, '49	1,404
Top Banana (Winter Garden)	11- 1, '51	325
The King and I (St. James)	3-19, '51	604
Wish You Were Here (Imperial)	6-25, '52	85
REOPENING (Week of September 8)		
Mr. McThing (Morosco)	9- 8, '52	173
COMING UP (Week of September 11)		
Seagulls Over Sorento (Golden)	8-11, '52	
CLOSED		
A Night in Venice (Jones Beach Marine Stadium) (Opened 6-26, '52)	8- 6, '52	84

London Dispatch

By LEIGH VANCE

LONDON, Sept. 6.—There's at least one woman in America who is not a Frank Sinatra fan. This week newspapermen here have been getting letters from her claiming proof that the voice is something other than a hero. The woman, who signs herself Helen Moore and does not give an address, claims Sinatra's recent current "Confessions" in The American Weekly rosepink his real past. According to her, Sinatra has said he cannot get film, radio or TV work in the States and so will be coming to Britain. The ob-

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Paris Peek

By ANNE MICHAELS

PARIS, Sept. 6.—The season here, now under way, is at least showing some signs of life by reviving last year's plays. "Devil and Good God," by Sartre, is playing a limited run at the Theater Antoine, while in the lobby Marcel Archard rehearses the play that will succeed it on Octo-

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WASHINGTON, Sept. 6.—Most job-seekers want to work in communities where TV and other amusements are readily available, it is hinted by the Labor Department's Women's Bureau. In a new leaflet directed to over-40, job-seeking women in the U. S., the Bureau counsels that the "hard-to-fill" job is easier to get if the over-40 applicant is willing to live where she can't easily get to theaters or where she can't witness TV. The implication is made that most job applicants, especially the younger ones, want to work in localities which offer the greatest amount of amusement.

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Billboard Backstage

By JOE CSIDA

The world is loaded with guys who have mastered the knack, legitimately or otherwise, of making a large buck. But few of these, in my experience, are true pros in the real sense of the word. Pros in the way that a Joe DiMaggio, or a Ray Robinson, or the better Hemingway, or a Tony Martin are pros. Guys who are craftsmen of the highest order, and pursue their crafts with a sureness, an unfrantic ease and polish, which belies the difficulty of the task.

In the songwriting business such a pro is Frank Loesser, only more so. It is possible that some of Loesser's pieces do not have the unmitigated class of the finest Rodgers and Hart, or Rodgers and Hammerstein efforts, but song for song, score for score, Loesser's work compares favorably with the R & H combinations. It may be argued that Loesser's tunes do not have the potent corn content of Irving Berlin's smashes but again, item for item, Loesser's average job makes Berlin's average ditty look like the work of a "Songs for Sale" hopeful.

I blew a good part of Thursday afternoon visiting with Frank, and enjoyed and profited by every split second of it. He played and sang for me the score he'd written for the Sam Goldwyn production of "Hans Christian Andersen," starring Danny Kaye. Took him about six months of hard, concentrated toil to turn out the batch of tunes for the picture. And any real student of words and music will recognize the intense, coldly analytical thought, mated with warm human understanding, which Loesser put into every syllable, every sound, in each and every song, ballad and novelty, adult and kiddie.

Loesser, virtually every time out, performs the almost impossible task of creating a score (whether for legit musical or Hollywood film) which develops the characters and story of the vehicle; yet a score made up of individual tunes, each of which has tremendous appeal when isolated from the vehicle. This was true of the "Guys and Dolls" score, and I think you'll find it even truer of the "Hans Christian Andersen" collection.

But what's even more interesting about Loesser is the manner in which he differs from most people with vast creative talent. Many such are fairly obnoxious, unbearably hammy as people, and most of them are pitifully poor businessmen. Loesser is about as unhammy as a person can be, and one of the clearest-thinking, ablest businessmen in show business.

He's taken on, for example, the not inconsiderable venture of publishing the "Hans Christian Andersen" score himself. That is, his firm is publishing it. When you consider that this is the type project generally handled only by music industry giants, such as Max Dreyfuss' Chappel Music, etc., you get some idea of the planning and problems involved.

It would be reasonable to expect that a gent who writes scores of this kind, publishes them, and, for kicks, occasionally turns out an individual tune like "Baby, It's Cold Outside," "Slow Boat to China," or "Hoop de Doo" would be inclined to a little temperament, a lot of neuroticisms. This Loesser guy carries all this off with a bright, calm persistence. Like I said, a real pro.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 6.—Look for Congress to ponder anew next year the problem of how to break a growing TV freeze at Federal Communications Commission. The lawmakers voted FCC a hike in funds to hire seven more hearing crews, but the increased manpower won't be sufficient to break a bottleneck on hearings. Three-fifths of some 740 pending TV bids are already tied up in contests, and the end of the logjam is nowhere in sight. . . . Amusement construction is swinging to normalcy despite emergency controls, according to Department of Labor figures this week. Value of amusement construction launched in June soared more than 67 per cent higher than the previous June's, according to Labor Department. Rise reflects gradual easing of government controls. Timetable calls for complete end of freeze early next year unless defense emergency takes a turn for the worse.

COPYRIGHT CONFAB AMONG GALAXIES? . . .

The U. S. Copyright Office, which dutifully serves as custodian of every inch of TV-radio script deposited for copyright, is impressed by what it's read lately about moon rockets and space ships. In a tongue-in-cheek essay titled "The Shape of Copyright to Come," Donald F. Reines, of the Copyright Office's examining division, suggests that maybe the time has come to plan an intergalactic copyright convention. The Copyright Office, says Reines waggishly, has reached "the inescapable conclusion that human beings, most probably Americans, will land on the moon before 1960, and on Mars and Venus before 1975." These landings will produce some knotty problems for creative folks who want their musical effusions and other works of art protected by copyright in outer space. For instance, assume that some composer stationed on the moon gets a tune published and distributed in the American colony there. The question arises, quips Reines, as to whether the tune "can be registered, and in what class."

As for Mars and Venus, they'll be real toughies for the Copyright Office when clerks get a cold sweat at the thought of trying to decipher the tricky new tongues of the Martians and Venusians. If the Copyright Office registers creative works from those planets, it'll be necessary to recruit some natives of Mars and Venus to handle the copyright applications in Washington, at least until our own civil servants catch up with the new languages, chuckles Reines. "While it is highly desirable to bring all this new material into the collections of the Library of Congress," he adds, "some present members of the staff have gone on record to the effect that they will not work with anything green in color, scaly in texture, or over 15 feet tall."

Then there's the possibility that Martians or Venusians may have more than one head, says Reines. "In this case, would we register the work of one of these creatures as that of a single author? Further out in space, the copyright problems are even more complicated, says Reines. The present 28-year term of copyright will be useless to creative lads at the furtherest end of the galaxy inasmuch as it takes more than 26 years to reach earth from those areas. A tune published on the orb of Aldebaran and dispatched immediately to the Copyright Office would reach the Potomac about 36 years later, too late to register. The copyright lease of life will have to be extended, unless we want to break off copyright relations, "resulting in the works of American authors being unregistered on Sirius, Canis Major, 23 Cygni, and other far-flung places." It will not sit well with the American publishing industry," says Reines, "to know that its best sellers are in the public domain thruout most of the milky way."

Maybe it'll be necessary to leave these problems to the first intergalactic copyright convention, says Reines, but it's not too soon to start pondering. "We feel that, in keeping with the glorious traditions of the Copyright Office, we make every effort to solve most of these problems now," write Reines, "so that the pilot of the first rocket to the moon can make his flight with a mind free of anxiety, and with the knowledge that the service division, the examining division, the cataloging division and the reference division, are all solidly behind him. And we do mean behind."

Legit Line-Up

Cities in the East are getting their fall seasons underway. Boston kicks off with "Bernardine" September 22; Erie, with "Paris '90" September 20, and Broadway's opener will be "Seagulls Over Sorrento" September 11. . . . The possibility exists that "Stalag 17" will re-open on the Stem September 15. Decision rests on whether the Chicago company stays in that city. If it does, the Stem version, which has been touring the Subway Circuit, will take to the road instead of re-opening on Broadway. . . . "Be Your Age," starring Conrad **Nagel**, has been put off from October 30 to December 15. Cast and script revisions will take place meanwhile. . . . Rumor has it "An Evening With Beatrice Lillie" will tenant the Booth in October, perhaps on a five-week limited basis, with **Richard Aldrich** and **Richard Myers** sponsoring the Stem run. **Edward Duryaa Dowling** produced the summer theater tour.

THEATER DE LYS TO OPEN SERIES . . .

The new Theater de Lys, 121 Christopher, New York, opens a 10-play series September 29 with **John Huston's** "Frankie and Johnny." Admission will be by membership only. . . . The University of Delaware has arranged with the Wilmington (Del.) Playhouse for special student admission ($1.20) for all high school and college students in the area. . . . Film exhibitor **George T. Munton** is dickering for **Stephan Longstreet's** novel, "The Beach House," for pre-Broadway production on the Coast. . . . The closer of the Texas State Fair musicals, "Call Me Madam," topped the season with 112G. Grosses for the whole season figure around 460G.

The Italian government has granted show business folk in all fields reduced rates for themselves and baggage on the country's railroads. The law includes those connected in the business artistically, technically and administratively and includes their children (up to 14 years of age) and baggage per person of 440 lbs. . . . **Brett Warren's** acting school at the Demane Studios, New York, will begin October 6. . . . **Jules Dassin** will stage sketches for the **Betta Davis** "Two's Company," and **Firth Banbury** will repeat his English directing chores in the U. S. for "Deep Blue Sea." . . . **Burl Ives** was definitely set this week for "Paint Your Wagon," which starts a tour october 2. . . . The White Barn Theater, Westport, Conn., on September 14 offers a reading by 24 actors of "Macbeth." The cast includes **Staats Cotsworth, Murial Kirkland, Paul McGrath, Horace Brabam** and **Nancy Sharidan.**

The St. Louis Municipal Opera, outdoor theater in Forest Park there, closed its 34th season last Sunday night with a total attendance for 66 performances tallied at 724,270. "Annie Get Your Gun," pulled 147,099 in 14 nights, and the opener, "Show Boat," 99,063 in 11 nights. Attendances for the other nine operettas with shorter runs ranged from 45,000 to 65,000. . . . The Theater Guild will reduce subscribers' ticket prices for "Mr. Pickwick." . . . Mail orders for the Ballet Theater are accepted now. The ballet opens at the Met, September 25. New ballets include "The Harvest According" and "Triptych," with "Graduation Ball" revived. . . . **Robert Downing** has been signed as stage manager for "Seagulls Over Sorrento." . . . The opening of the Swedish version of "South Pacific" was postponed this week due to illness of the star, **Ulla Sallarts.** . . . A new producer for the fall will be **Mary K. Frank** with a script "Stars in a Person's Backyard" by **Joy Presson.**

Maxwell Anderson has a new script on the life of Charles II with roles suitable for **Rex Harrison** and **Lilli Palmer**, but the Theater Guild also wants the team for "Traveler's Joy."

Picture Business

By LEE ZHITO

HOLLYWOOD, Sept. 6. — Exhibitors in the West will turn an eager eye to Los Angeles' Orpheum Theater later this month for the Coast's first test of big-screen television carrying a major sports event. Sherril Corwin's Orpheum is the first major house to be equipped with big screen TV equipment. In the past, Corwin utilized this equipment by projecting on his screen shows taken off the regular tele station channels. TV shows were integrated with regular films booked into the theater. Aside from the initial curiosity of seeing television projected on a screen, patrons showed little interest in attending the marriage between the motion picture and television media.

Corwin was showing TV programs his patrons could see on their own sets with less trouble and greater comfort. Since this wasn't considered a fair test of the big-screen theater television's pulling power, the industry anxiously awaited the day when the Orpheum would tie in on a closed circuit to bring entertainment not otherwise available.

This week, Corwin concluded an agreement with Nathan Halpern, of Theater Network Television, to carry the Walcott-Marciano title bout on September 23. The downtown Los Angeles house will be part of a national hook-up servicing some 90 theaters and marks the first time a program of any kind will be carried only for theater TV showing.

With theaters closing down in the face of TV's box-office onslaught, proponents of big-screen theater television have argued that this utilization of the TV medium may well emerge to save exhibitors from annihilation. Some exhibitors, doubting that anything can save them from ruin, claim the public now has been spoiled to accept this type of entertainment in the comfort of their homes and at no cost. They feel that not enough ticket buyers can be pried away from their TV sets to make big-screen theater television pay its way. Also, they contend that there isn't a sufficient number of events in a period of a year of such commanding appeal to warrant installation of TV equipment.

Corwin, first theater operator in the West to install big-screen facilities, is himself not too hopeful of a successful outcome of the September 23 test. With admission ranging from $3 to a top of $4.80, Corwin feels that even if he has a sellout in the 2,200-seat house he won't end up with much of a profit. But he, along with other exhibitors, eagerly look forward to the experiment to see how well it will draw.

In the meantime, on the production side of the industry fence, eyes were turned with interest to the outcome of Metro-Goldwyn-Mayer's get-tough approach to Mario Lanza. Metro disclosed that it's dropping production of "The Student Prince" after an investment of $700,000 and will take the tenor to task in the courts. MGM said it was forced to abandon the picture after pouring all this money into sets, story, costumes and other necessities of movie making because Lanza, the film's star, repeatedly failed to report for shooting.

The courts will decide whether Lanza had justifiable cause to turn his back on the multi-million dollar production and inflict so great a loss on his studio. Thru the years, studios have suffered great financial losses from artistic temperament. Flare-ups by artists have caused costly production delays, but the studios' recourse for the most part, had been to temporarily suspend an actor. Seldom if ever had the celluloid Peck's bad boys gotten more than a tongue lashing and a reminder that it was the studio that made them what they are.

Whether Lanza or Metro is to blame in the present situation, it's interesting to note that the studio has gone beyond the usual bounds in dealing with an artist that fails to report for work. Metro's get-tough attitude has already cost Lanza his Coca-Cola radio show which this week was dropped by the sponsor. Metro now intends to take Lanza to court in an effort to redeem its alleged financial loss. If MGM carries out its threat, this may well cause an actor on the threshhold of a tantrum to give the matter a second thought.

BROADWAY SHOWLOG

Performances Thru September 6, 1952

DRAMAS		
Point of No Return (Alvin)	12-13, '51	268
The Four Poster (Barrymore)	10-25, '51	367
The Male Animal (Music Box)	4-30, '52	148
The Moon Is Blue (Henry Miller)	3- 8, '51	621
MUSICALS		
Guys and Dolls (46th Street)	12-15, '50	796
New Faces of 1952 (Royale)	5-16, '52	131
Pal Joey (Broadhurst)	1- 3, '51	284
South Pacific (Majestic)	4- 7, '49	1,404
Top Banana (Winter Garden)	11- 1, '51	325
The King and I (St. James)	3-19, '51	604
Wish You Were Here (Imperial)	8-25, '52	85
REOPENING (Week of September 8)		
Mrs. McThing (Morosco)	9- 8, '52	173
COMING UP (Week of September 11)		
Seagulls Over Sorento (Golden)	8-11, '52	
CLOSED		
A Night in Venice (Jones Beach Marine Stadium) (Opened 6-26, '52)	8- 6, '52	84

London Dispatch

By LEIGH VANCE

LONDON, Sept. 6.—There's at least one woman in America who is not a Frank Sinatra fan. This week newspapermen here have been getting letters from her claiming proof that the voice is something other than a hero. The woman, who signs herself Helen Moore and does not give an address, claims Sinatra's recent current "Confessions" in The American Weekly rosepink his real past. According to her, Sinatra has said he cannot get film, radio or TV work in the States and so will be coming to Britain. The ob-

(Continued on page 26)

Paris Peek

By ANNE MICHAELS

PARIS, Sept. 6.—The season here, now under way, is at least showing some signs of life by reviving last year's plays. "Devil and Good God," by Startre, is playing a limited run at the Theater Antoine, while in the lobby Marcel Archard rehearses the play that will succeed it on Octo-

(Continued on page 26)

The Billboard

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TALENT TROUBLE

Moore, Young Beef At CBS Slottings

NEW YORK, Sept. 6. — The Columbia Broadcasting System this week was having trouble with two of its top TV personalities—Garry Moore and Alan Young. Moore's new contract with the network is now being negotiated.

He was set to take over as emsee of the daytime "Songs for Sale" until yesterday (6) when he reversed his former decision, and told programing brass he would not accept the assignment. After a strong start last season, the crew-cut comic had trouble holding sponsors as one advertiser after another cancelled his daytime show. The last program of his current series is October 3. Should he remain adamant about refusing "Songs for Sale," Moore's future with the network may not be lengthy.

Young's hassle with the web is said to be over its treatment of him, in addition to money difficulties. Esso was once again contemplating sponsorship of Young this season, but the net could not clear sufficient stations on Tuesday night 8-8:30. He evidently feels that slotting him Tuesday nights opposite Berle, after several years as a revenue producer for CBS-TV, is not quite fair.

If these two personalities do not come to terms with the web and CBS-TV finds itself unable to peddle Ken Murray, there is a possibility that all three of them will move off of the Madison Avenue network.

2 Crosley TV Shows Off NBC For Ohio Web

CINCINNATI, Sept. 6. — Two of WLW-T's top-rated shows, "Midwestern Hayride" and Ruth Lyons' "50 Club," are leaving the NBC-TV network to confine their activity to the Crosley network, made up of WLW-T here; WLW-D, Dayton, O., and WLW-C, Columbus, O. "Hayride," which has been seen and heard over NBC Tuesdays as a Milton Berle replacement, leaves the network September 9.

During the past year "Hayride" talent has played more than 73 State and county fairs thruout the area. Increasing demands for personal appearances of the station's folk talent makes the problem of doing network shows too complicated, Crosley officials said, hence the decision to confine "Hayride" talent to personal appearances and regional originations.

Ruth Lyons' "50 Club" will also devote its full time to Crosley originations after the time change late this month. WLW-T officials explained that intensive regional buying on the part of advertisers makes imperative the cancellation of the network feed. It would be economically unsound to continue the half-hour program to the NBC line-up, they said. Miss Lyons has refused several offers for a New York origination of the "50 Club."

New FCC TV Freeze Ties Up 60% of Current Applicants

WASHINGTON, Sept. 6.—A new TV freeze blanketing more than 60 per cent of all current applications has quietly shaped up at the Federal Communications Commission in a fast-mounting roster of TV bids tied up in contests. The partial freeze is due to hold its grip for a long time. Altho several of the contests will be resolved by next May, hearings on the bulk of the contested bids will be stalemated for anywhere from a year to three years, it is conjectured here on the basis of current timetables and FCC manpower limits. The outlook is for a still further spread of the freeze, with a rising proportion of applications headed for contests.

Out of 740 pending TV applications, 450 are bogged down in contests, and, to the surprise of some FCCers, 40 per cent of the pending UHF applications already have become involved in contests. Altho hearings will get under way October 1 for the first time since the FCC's issuance of its latest allocations plan, an overwhelming majority of the contested applications won't reach hearing chambers for some time to come because of the work-load strain. Despite the fact that two hearings examiners will be appointed shortly to help carry the load, the fast-multiplying contests have produced a bigger hurdle than the FCC can humanly cope with.

A surprise aspect of the new TV freeze is its spread in the UHF area. Of 290 UHF applications, 116 are already contested. Even in VHF cities hotly-fought contests for newly-allocated UHF channels have developed. Three-way fights for the UHF channels have cropped up in District of Columbia (four VHF stations have been on the air here for years), Baltimore, Fort Wayne and Evansville, Ind., Jackson, Miss., and Binghamton, N. Y. UHF's attractiveness to prospectors in some VHF-dominant cities is reflected in numerous other ways, especially in half a dozen cities where the FCC has allocated two UHF channels apiece. In each of those cities, every UHF channel is involved in two-way contests. Those cities are Harrisburg, Pa.; Madison, Wis.; Albany, N. Y.; Cleveland; Fresno and Sacramento, Calif.

Complicating the picture is an outbreak of contests for UHF and VHF channels alike in the following cities: Montgomery, Ala.; Bakersfield, Fresno, Sacramento and Stockton, Calif.; Peoria, Springfield and Evansville, Ill.; Topeka and Wichita, Kan.; New Orleans; Portland, Ore.; Knoxville; Beaumont-Port Arthur, Corpus Christi and Houston, Tex., and Roanoke, Va. Wichita has both a five-way UHF contest and a two-way contest for VHF Channels 3 and 10. Portland has a four-way contest for Channel 6, a three-way contest for Channel 8 and a three-way contest for Channel 12, and a two-way fight for UHF Channel 21.

Despite the FCC's steady pace of issuing new TV grants and the agency's speed-up techniques via pre-hearing conferences (see separate stories), the growing number of contests in both the VHF and UHF areas of the spectrum is sorely worrying the commissioners. Congress' aim in granting the FCC an increased outlay this year for hiring additional hearing crews was to make it possible for the commission to head off delays in TV's spread thruout the nation. The increased funds apparently have fallen far short of their objective.

6 TV Bids Okayed; Post-Thaw Total 49

WASHINGTON, Sept. 6. — TV grants since the freeze thaw pushed to 49 this week, as the Federal Communications Commission approved construction permits for six more TV stations, all commercial, UHF's. Thus far the commission has issued grants for eight educational TV stations, as overall TV applications since the announcement of the new allocations plans reached 790. This week's grants went to the Eastern Radio Corporation for operation of Channel 61, and the Hawley Broadcasting Company for the operation of Channel 33 at Reading, Pa.; to the Summit Radio Corporation, Arkon, for operation on Channel 49; WKST, Inc., New Castle, Pa., Channel 45; Midwest TV Company, Massillon, O., Channel 23, and the New England Television Company Inc., of Fall River, Mass., Channel 46.

Designated for hearings October 1, were the Mount Hood Radio & Television Broadcasting Corporation, applicant for Channel 6, and the Northwest Television & Broadcasting Company, applicant for Channel 12, both of Portland, Ore. Scheduled for hearings October 15, were WABZ, Inc. and Harrisburg Broadcasters, Inc., for Channel 71 at Harrisburg, Pa.; Kendrick Broadcasting Company, Inc., and Rossmeyne Corporation for Channel 27 at Harrisburg, Pa.; The Tribune Company for Channel 6 at Tampa; Pinellas Broadcasting Company and the Tampa Bay Area Telecasting Corporation for Channel 6 at St. Petersburg, Fla.; Tampa Times Company, Tampa Broadcasting Company and Orange Television Broadcasting Company, for Channel 13 at Tampa. City of St. Petersburg, Fla., and Empire Coil Company, Inc., for Channel 36 at St. Petersburg and Tampa respectively.

Hearings were scheduled October 20 for WIBM, Inc., and Jack- (Continued on page 26)

Pre-Hearing Meets Speed Tele Grants

WASHINGTON, Sept. 6.—Pre-hearing conferences were hailed this week as a means of speeding up Federal Communications Commission action on TV grants, and it became apparent that similar results are being chalked up at the FCC in handling AM grants. New FCC Examiner Herbert Sharfman, after a pre-hearing conference on the applications of American-Republican, Inc., and WATR, both of Waterbury, Conn., for TV Channel 53, hailed the procedure as "extremely helpful" and a good way to shorten hearings.

Sharfman said the pre-hearing conferences help clarify issues and allow applicants to talk over the exchange of exhibits and the order of testimony. He pointed out that there have been three pre-hearing conferences thus far in connection with TV hearings, and noted that some are being scheduled in broadcast matters, such as the one arranged this week by Examiner Hugh Hutchison with applicants for three Atlantic City and one Bristol, Pa., AM stations. Hutchison called the conference to consider among other things the possible simplification, clarification or limitation of the issues. Applicants for Atlantic City AM operation are the Atlantic City Broadcasting Company, the Garden State Broadcasting Company, and the Press-Union Publishing Company, while the Penn Jersey Broadcasting Company has applied for AM operation in Bristol.

Altho WTR's application for TV channel 53 is scheduled for hearing October 1, Sharman said station officials indicated they might possibly shift their application to another channel and thus avoid a contest. With the consent of all parties, WATR's retiring vice-president, Levon Thomas, was allowed to testify this week. Sharfman said, as things now stand, American-Republican is scheduled to present its case first, followed by WATR, which also can answer any questions raised by its opponent. American-Republican then (Continued on page 26)

AT&T Theater TV Cost Data Draws Big Nix

WASHINGTON, Sept. 6.—Theater-TV sponsors expressed dissatisfaction this week with an American Telephone & Telegraph Company reply to their request for a statement of charges for Theater-TV transmission. Since the Federal Communications Commission has scheduled hearings on technical phases of theater-TV for October 20, it is expected that theater-TV sponsors will repeat a request to the commission shortly for help in getting some applicable figure from the Bell System. The figures recently provided by AT&T were described as not only inadequate but irrelevant.

AT&T figures showing TV charges under the present Bell System were submitted only after theater-TV interests requested them in two letters and finally wrote the commission protesting AT&T's failure to reply. The theater-TV letters were signed by Vincent B. Welch, of Welch, Mott and Morgan, and James Lawrence Fly, of Fly, Shuebruck & Blume, for the Motion Picture Association of America, Inc., and by Marcus Cohn, of Cohn & Marks, for the National Exhibitors Theater Television Committee. They told the commission the absence of adequate data on theater-TV would prevent presentation of a "careful comparative analysis of cost data" and result in a "substantial delay" to the commission, which could find itself again hearing engineering and cost data during the second phase of the hearing beginning in January.

Theater-TV sponsors had requested cost information on the operation of a 10-megacycle transmission system. AT&T replied that production of a 10-megacycle transmission system "can certainly be achieved, tho further development and design would be required." But it added that the system specified by theater-TV sponsors would need to be capable of transmitting bandwidths in excess of 10 megacycles. It declared: "Just how much wider the most practical frequency band would need to be to give this response, and how costly the required equipment might be, are questions to which the anwers cannot be obtained without further experience in this field."

AT&T wrote that it has been furnishing theater network TV transmission service and that its technicians are "working closely" with the theater industry in an attempt to develon the service further. Both is TD2 radio system and the new L-3 coaxial system can be adapted to provide broader bands, AT&T said.

NEWS CAPSULES—COAST TO COAST

Strong Opera Season Seen for Web TV; Met to Kick Off Over CBS

NEW YORK, Sept. 6.—Opera will go strong on network TV this season. The Metropolitan Opera Company, which organized a TV department more than a year ago but has not showed any wares yet, will finally get its chance on The Ford Foundation's "Omnibus," via the Columbia Broadcasting System TV web. Two or three of the 90-minute showa will be turned over to the Met for the presentation of operas in English. Titles and artists are still to be selected.

Meanwhile, the National Broadcasting Company this week announced it would kick off its opera season Sunday, October 19, with the American preem of Benjamin Britten's "Billy Budd." Theodore Uppmann, who created the title role in London and Paris last season, will have the part in the TV production. Other works, which will go on monthly, Sunday afternoons, are Leonard Bernstein's "Trouble in Tahiti," "Der Rosenkavalier" almost complete in two installments, Puccini's "Suor Angelica," one of his triptych of one-acters, and Gian Carlo Menotti's "Amahl and the Night Visitors."

FORD FOUNDATION AWARDS GRANT ...

NEW YORK—The Ford Foundation has made a grant to the Fund for Adult Education for the latter's study of educational TV. FAE had $5,000,000 to study two subjects, the financial ability of educational institutions to set up stations, and methods of providing quality programs on low budgets.

"MERRY MAILMAN" SOLD OUT ...

NEW YORK — "The Merry Mailman," Monday-Friday kiddie show via WOR-TV here, has been sold out, showing the effect of the extensive format revision it got three months ago when Sandy Howard took over as producer-director. The Red Lion Commercial Company has taken full sponsorship Monday, Wednesday and Friday. On Tuesdays and Thursdays, five sponsors have signed up for one-minute participations.

KHJ-TV HAS OWN SALES ORG ...

HOLLYWOOD — KHJ-TV, which has been represented by Edward Petry & Company, has now set up its own national sales organization, with its New York office in the sales department of WOR-TV, and its Chicago branch at General Teleradio, which owns the station, and the Don Lee Network, of which it is the key TV outlet.

CBS ADDS FIVE RADIO STATIONS ...

NEW YORK — The Columbia Broadcasting System this week added five new stations to its radio network. They are KWIE, Kennewick, Wash.; KHUM, Eureka; KRNR, Roseburg, and FKMB, San Diego, all in California, and KYJC, Medford and KFLW, Klamath Falls, both in Oregon. KFMB moves into the CBS web as a replacement for KCBQ, San Diego, beginning December 12. The other stations join October 6.

CHICLE BUYS THIRD OF CBS TANDEM ...

NEW YORK — The American Chicle Company has bought the first third of the Columbia Broadcasting System's tandem operation. The shows in the package are "Meet Millie," "The FBI in Peace and War," and "Mr. Keen." Sponsorship starts October 1 with "The FBI in Peace and War." (Continued on page 10)

Sponsor Axes Du M. Top Seg

NEW YORK, Sept. 6.—The top Du Mont web variety show, "Cavalcade of Stars," this week was reported definitely axed by the bankroller. Drugstore TV Productions. Last edition is said to be that of September 26 in the 10-11 p.m. Friday time.

The web is reported to have bids from several bankrollers for the time.

TV Film Inroads Complicate Webs' TV Station Clearance

NEW YORK, Sept. 6.—Station clearance problems, the bane of the video networks all along, show signs of getting worse rather than easing up. Complications of various sorts have been giving the station relations execs at the webs an increasingly bad time, and not the least of these is the growing use of TV film in time periods which might otherwise be utilized for network shows, thus blocking out additional outlets from live web pickups.

Colgate, for example, seeking to clear time for its new "Mr. and Mrs. North" TV film series, has found it tough to get stations via the Columbia Broadcasting System for the 10-10:30 p.m. Friday time. Result is that John Crandall, of the Sherman & Marquette agency placing the business, currently is on the road trying to line up markets unobtainable via the network, to be bought on a spot basis

Examples of TV film series moving strongly into network on stations thruout the country are the Canada Dry "Terry and the Pirates" series, the Borax "Death Valley Days" series and the Kellog "Superman" film. The Borax series alone has lined up better than 60 outlets already.

This, in part, is the explanation of why even CBS-TV and the National Broadcasting Company's TV web have been having such difficulties recently. NBC, for example, has been able to clear only a couple of stations outside of its owned and operated outlets for the General Cigar Herman Hickman show, which, ironically, moved over from CBS-TV which likewise could not clear stations. NBC also is having difficulties lining up stations for the entire 7-7:30 period across the board.

CBS is not without its problems, too. The Sealy Mattress "Balance Your Budget" show, originally skedded for 10:30-11 p.m. Saturdays. The Tuesday 6-9 time and Saturday 9-10 periods remain unsold and uncleared. Esso has not firmed up Allen Young because of station shortage.

Serutan, which has 10:30-11 p.m. Saturdays on CBS-TV for "Battle of the Ages," has been able to get only 12 live markets. Since it could not clear the cable for its live show in sufficient markets, Serutan decided to go to film for supplementary markets until the cable opens up. None of the CBS-TV syndicated stanzas appealed to it, so Serutan bought United Television Program's "Hollywood Offbeat" film series, which is airing in Hollywood, Minneapolis, Omaha and Salt Lake City. Interestingly enough, this business was placed for it by CBS-TV on a spot basis, with the stations getting full card rates. The web hopes that this is merely a temporary deal which will be abandoned when the cable comes thru to these cities.

The American Broadcasting Company and Du Mont networks, long in the position of watching CBS and NBC clear stations almost at will, now are not in as difficult a competitive situation because the problems now beset all the networks. In fact, ABC-TV is in the proud position of having cleared 45 outlets for its "Ozzie and Harriet" series, which tees off October 3 for Hotpoint and Lambert Pharmacal. The Walter Winchell TV show, airing 6:45-7 p.m. Sunday for Gruen, already has 20 outlets lined up for its October 5 debut. This pact was contingent on station clearance, but ABC already is well past the danger point.

82% of NBC's Affils Have Mdse. Service

CHICAGO, Sept. 6.—Jack Herbert, National Broadcasting Company vice-president in charge of sales, this week told members of the primary affiliate group and the station planning and advisory committee that 159, or 82 per cent of the NBC AM affiliates now have a merchandising service available thru their own headquarters.

Herbert, who spoke immediately after Joseph McConnell, NBC president, outlined the new discount revision plan (see separate stories), and also broke down the $1,000,000 which will be spent by the network in its fall selling drive.

A study which was completed several weeks ago was made at a cost of $125,000, Herbert stated. A Nielsen study, which is expected to be completed later this month, will run $275,000, and promotion by the web of both studies, thru pamphlets, films and slides, will be accomplished at a cost of $100,000.

Balane of the $1,000,000 budget or $500,000, will be used to maintain the network's merchandising service, Herbert said.

Copies of the first survey completed this fall were distributed to affiliates attending the Wednesday and Thursday meets.

Frankel Joins Dems in AM-TV

WASHINGTON, Sept. 6. — Lou Frankel, former manager of the now dissolved Station WFDR in New York, has been added to the TV-radio staff of the Democratic National Committee here. Frankel will serve as assistant to Kenneth Fry, TV radio director of the national committee, for the balance of the national election campaign. Frankel started his duties here Thursday (4).

CO-OPERATION POLICY REPAYS BOTH SPONSORS

NEW YORK, Sept. 6. — Goodyear and Philco, which alternate on sponsoring the 9-10 p.m. Sunday "Playhouse" dramatic series, gave each other an example of just how co-operative two bankrollers can be. Each recently was blueprinting a big promotion campaign for its own products, and desired to push the drive via the TV show. A meeting of execs of the two firms set an agreement whereby Goodyear would air the show for three consecutive weeks during the heart of its drive, just past, and then Philco pick up the succeeding three weeks for its own campaign.

Thus, instead of airing alternate weeks, the show has been the "Goodyear Playhouse" on August 17, 24 and 31. It is the "Philco Playhouse on September 7, 14 and 21. After that they go back to alternating weeks.

200-Hr. Week As WENR-TV Eyes 5th Yr.

CHICAGO, Sept. 6.—Station WENR-TV, local outlet for the American Broadcasting Company, will enter its fifth year of operation September 17 with a total of 100 telecasting hours per week, the greatest in its four-year history, in effect.

Station is managed by John H. Norton Jr., vice-president in charge of ABC's Central Division. Outlet uses six studios in the Civic Opera Building and The Daily News Building. From Monday thru Friday station telecasts from 10 a.m. thru midnight; Saturdays, 9 a.m.-12:30 a.m., and Sundays, 11 a.m.-12 midnight.

Outlet originates the network "Super Circus" show, feeding it to 62 stations.

Station Relations Depts. Of ABC to Be Joined

NEW YORK, Sept. 6. — The American Broadcasting Company this week moved to integrate its AM and TV station relations departments, but made it clear that, contrary to the moves of other networks, it will maintain separation between its AM and TV webs in other spheres of activity. Alfred R. Beckman has been promoted to national director of the combined operation, and William A. Wylie has been named manager.

Ernest Lee Jahncke, Jr., ABC veepee, said that the web "maintains its firm belief in the separation of radio and television, and the move to combine the station relations staffs of our radio and TV network recognizes problems and operations peculiar only to this phase of the network business."

The integration was decided upon by ABC after extensive studies and research proved that with the lifting of the freeze on new TV station construction, the vast majority of new video stations coming on the air will be co-owned by radio stations, many of which now are affiliated with the ABC radio network."

Beckman has been director of operations for sales and station traffic. This post will now be filled by Don Buck, who has been regional manager of the TV stations department. Wylie has been director of ABC's radio stations department.

Profitable TV Audience exclusive with
WGAL-TV
LANCASTER, PENNA.
Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.
Clair R. McCollough, Pres.
Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

Denver's KFEL-TV Drops 6 CBS Shows

NEW YORK, Sept. 6.—Six programs networked over the Columbia Broadcasting System's facilities will be without a Denver outlet for two weeks and perhaps longer in October. The programs are "My Little Margie," "Racket Squad," the Pabst fights, "Search for Tomorrow" and "Crime Syndicated." Their last program on KFEL-TV, Denver, will be the week of September 22.

The shows are being dropped by this Denver station because the web would not guarantee 13-week commitments. KFEL-TV, realizing that the CBS-TV affiliate, KVOD-TV, Denver, is expected to be on the air about October 15 asked for the commitment for a cycle. It naturally expects the show to be moved.

CBS-TV, however, is not in a position to give such assurances since its affiliate, KUOD-TV expects as part of its contract, the web properties.

GUTENBERG BIBLE ON TV DISPLAY AT 300G PER DAY

WASHINGTON, Sept. 6.—TV audiences got a look at the Library of Congress' famous Gutenberg Bible on its 500th birthday over Dave Garroway's 7 a.m. WNBW-TV show Friday (5), thanks to the fact that National Broadcasting Company was able to get the Bible covered with insurance.

The Bible, insured for one day at $300,000, was rushed from the Library of Congress with a motorcycle police escort at 6:30 a.m. and was back a few hours later. At NBC's studios in the Wardman Park Hotel here, where a Library guard was "never more than 10 feet away," cameras picked up the volume and relayed the picture to its New York origination point. During the war the Bible was stored at Fort Knox for safekeeping.

Newell-Ganger, W. E. Bothwell Merge Forces

NEW YORK, Sept. 6.—Geyer, Newell & Ganger and W. Earl Bothwell agencies this week merged forces and will operate under the title of the former agency. B. B. Geyer continues as chief executive officer of the newly enlarged agency, with Alden Kenyon, former president of Bothwell, as chairman of the executive committee.

Bothwell is estimated to bill about $4,000,000 yearly, which will mean billings of about $24,000,000 from the combined operation. Bothwell holds several products in the American Home Products line, which includes the Boyle-Midway and the Burnett labels. Among other accounts are Tetley tea and Kiwi shoe polish. Nash is the chief Geyer, Newell & Ganger account.

The Bothwell merger with G. N. & W. was contracted after it had failed in an attempt to merge with Kenyon & Eckhardt.

tv-radio 230 chase as sw

Borax Co. Buys 63 Markets For TV Seg

NEW YORK, Sept. 6. — The Pacific Coast Borax Company is buying 63 markets on a spot basis for its "Death Valley Days," the filmed TV version of its long-time radio property. The program will be seen here via WABD, the Du Mont outlet, Tuesdays, 7:30-8 p.m. It will be programed on alternate weeks.

The series has been produced by the McGowan brothers, veteran film producers, and scripted by Ruth Woodman, the radio writer. It features Stanley Andrews as the old prospector. Eight films have already been shot. The picture is filmed mainly on location. McCann-Erickson is the agency.

WNBC and WNBT Shift Personnel

NEW YORK, Sept. 6.—Flagship radio and television stations of the National Broadcasting Company, WNBC and WNBT, here, this week completed a substantial re-organization. The revamp had two basic objectives (1) to expand the programing day, and (2) the development of local operations, many of which were formerly "purchased" from the network.

The new set-up shapes up thus: Under veepee Ted Cott, running both the radio and TV operations, Dick Pack will be director of programs and operations for both radio and television. Under Pack, Steve White will be program manager for radio, and Peter Affe, program manager for TV. Jack Grogan, formerly radio program director, becomes TV production supervisor. George Wallach will work as production supervisor for radio. TV crews, floor managers, designers, etc., in locally run operations, will report to Affe.

Also operating under Pack, will be Jackie Robinson as director of community relations, and the news and special events department, top job in which is unfilled at the moment.

Sales departments, operating under Cott, will also have separate managers for radio and TV, with Bob Leder running radio sales, and Jay Heiten, TV sales. Controller Ted Zaer, operating in both radio and TV, continues in that capacity.

Round Clock

WNBC is now operating on a 24-hour-per-day basis, with the station now in a position to sell locally 12 noon to 2:30 and 10:30 to 11 p.m., both of which time periods, up till recently were used for web shows.

WNBT is also expanding its schedule and will be on the air from 6:55 a.m. to about 2:30 a.m. Cott is pushing the schedule deeper into the earliest morning hours by running the feature film on the "11th Hour Theater" program, once more each night immediately after completion of its showing, starting at 11:15 p.m.

The stations' Merchandising Board consists of Bill Rich, merchandising manager, Jay Smollen, advertising and promotion manager and Phil Dean, publicity director.

CBS Names Gene Wilkey

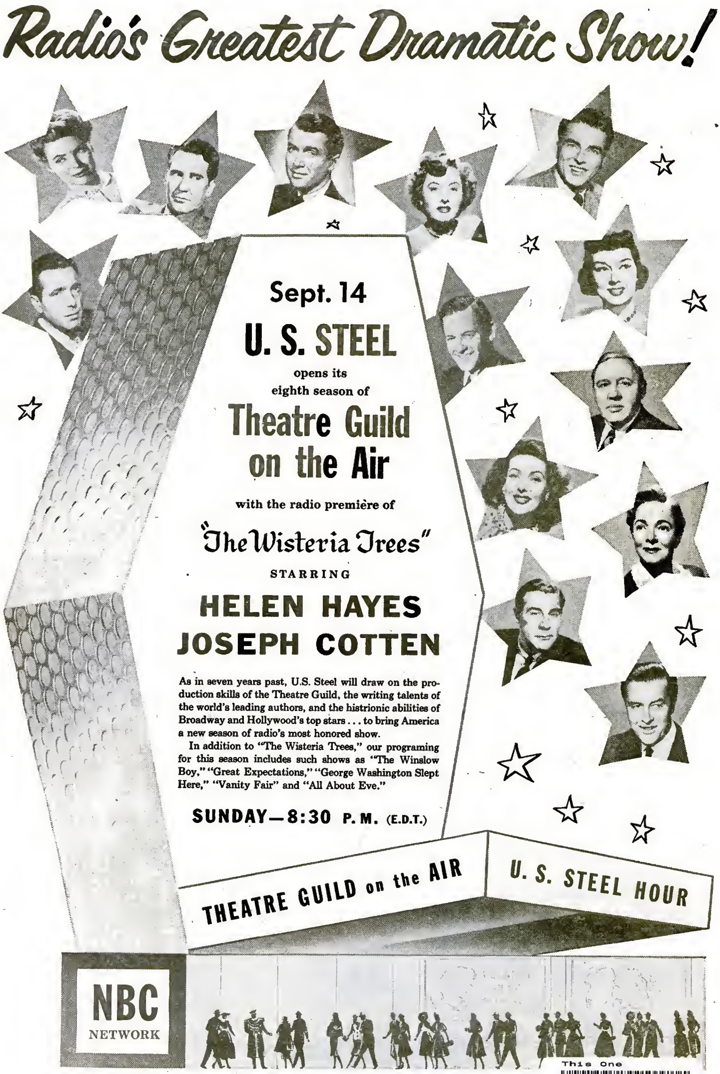
NEW YORK, Sept. 6. — The Columbia Broadcasting System this week named Gene Wilkey general manager of KMOX, St. Louis. He was formerly general manager of WCCO, Minneapolis.

John Akerman, now general manager of KMOX, is to be shifted as an account exec to CBS Radio Spot Sales, where the addition of a top salesman is needed to help service the expanded operation. CBS Radio Spot Sales recently assumed representation of WCBS, here.

Consolidated Names Barrett

NEW YORK, Sept. 6.—Halsey Barrett this week was named Eastern sales manager of Consolidated Television Sales. Barrett has been with Consolidated since 1951. He was formerly spot sales manager for the Du Mont network.

WWJ
NBC AFFILIATE in DETROIT
Owned and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY



This One
441J-DAL-KXLF

Inevitable NBC Rate Plan Gets No Affil Opposition

NEW YORK, Sept. 6.—As expected, the National Broadcasting Company this week virtually put over its new radio discount structure plan sans bloodshed from its affiliates in a move which has been anticipated ever since the Columbia Broadcasting System set the pattern several weeks ago.

In effect, the NBC plan accomplishes three moves in abandoning its old discount system. It sets up a new daytime discount plan, a new evening discount plan, and, in what NBC execs hope will prove a magnet for new business, presents sponsors with a contiguous rate structure covering evenings as well as daytime periods.

It is this third element which NBC toppers feel gives them the edge over their CBS rivals, and as soon as the formalities of affiliate approval have been completed, the NBC salesmen are expected to go gunning for business now on other webs. Apart from this, the difference between the recent CBS and the new NBC discount adjustments are slight: where the former's averaged 25 per cent reduction in net time costs, the NBC adjustment ranges from about 23 per cent minimum to 30 per cent maximum.

In the contiguous rate deal, however, NBC feels it has stolen a definite march. Under this proposal, an advertiser who airs two five-day strips each of at least 15 minutes, will receive the lower contiguous rate on total program time for the day. This is expected to encourage daytime users to buy evening time, and vice versa. NBC salesmen are expected to set their sights immediately on CBS clients who also air strips on NBC, such as Campbell's Colgate and Miles Laboratories.

Daytime Change

Another difference between the CBS and the NBC plans is that the former increased net time costs thruout its daytime sked, which runs from 10 a.m. to 3:30 p.m. The NBC plan leaves the afternoon hours unchanged in net time costs, mainly because NBC's network option time runs 10 a.m. to noon, and then 2 to 5 p.m. The afternoon time is regarded as increasingly endangered by TV competition, and thus not in line for upping. Morning advertisers on NBC will have their net time costs increased about 4 per cent.

To cover the costs of the new discount plan, the proposal calls for a 14 per cent reduction in the revenue paid the affiliates by the web.

Further, the plan calls for separate discount systems for evening and daytime advertisers. Evening gross rates are not changed, but the discounts would include 10 per cent annual rebate for 52 consecutive weeks of broadcasting, and weekly dollar volume discounts ranging from 32 to 42 per cent. It is possible for an advertiser to qualify for both discounts, thus earning a 52 per cent maximum discount. For daytime advertisers present gross rates would be upped 11.11 per cent, thereby restoring them to the level which preceded the cut of July 1, 1951. The daytime rates also would be subject to a 10 per cent rebate for 52 consecutive weeks, and to weekly dollar discounts ranging from 5 to 27.5 per cent.

Votes Cast

The revised plan was presented as a resolution to the affiliates by NBC President Joseph McConnell and Board Chairman Niles Trammell, and was adopted unanimously by more than 125 affiliates represented. In a second resolution, embodying the contiguous rate plan, there were several abstentions and one negative vote, the latter cast by Jim Meyerson of KOB, Albuquerque, N. M. Meyerson told The Billboard that he will not go along with the plan. "We'll just go to the highest bidder," he said. "There must be someone who wants a 50,000 watter on the 770 band."

The proposal was presented by web toppers in an atmosphere almost totally devoid of excitement. There never was any doubt about the outcome, and no feeling of any prospective station revolt existed, such as hung heavy about the CBS sessions. Similarly, there seems little question but that mailings of amendments to the NBC affiliate contracts will be returned to the web with virtually unanimous approval. The amendments were mailed to 192 stations yesterday (5), requesting return by September 15, so the plan can be placed into effect by September 29.

P. A. (Buddy) Sugg, of WKY, Oklahoma City, chairman of the Stations Planning and Advisory

(Continued on page 10)

SEARS LOVES TV

Experimental Plunge Nets Martin Renewal

HOLLYWOOD, Sept. 6.—Sears, Roebuck is so pleased with its experimental plunge into local TV programing, it's renewing KTTV's "Dude Martin Show" for a second year. When Sears first started sponsoring the Martin show a year ago, it marked a radical departure from its traditional advertising procedure. Prior to that, Sears, along with the other department stores in the area, limited itself to heavy newspaper space buying rarely utilizing the broadcast media. Company's use of radio and TV was held mostly to spot announcements. While far back in its ad history it had taken a flyer or two on a local airshow, it never tried TV entertainment.

William F. Plummer, Sears' Los Angeles group ad manager, now is satisfied that the company has discovered a highly effective selling medium in tele. Plummer has found "remarkable impact in our stores" as a result of "special demonstrating and selling techniques that have been employed for selling Sears' merchandise" on its TV program.

"We see more in this program than the weekly selling or specific items of Sears merchandise," Plummer said. "The TV medium must, in all fairness, be credited with two or three plus factors: (1) It has definitely brought new faces into our stores, having brought the quality and scope of Sears' merchandise to the attention of many families for the first time. (2) The sales impression made by a TV offer lasts longer and customers have come in to ask for an item many weeks after it has been advertised on the program. (3) TV selling is more complete since people often come in fully prepared to buy an item and no further sales effort is required."

"Sears is primarily a newspaper advertiser, both nationally and in the Los Angeles district. However, company policy gives considerable latitude in media decisions to the local store management responsible for sales results. Local coverage studies by Sears and our agency for this district indicate that there are hundreds of thousands of families in the Los Angeles area who do not read the metropolitan Los Angeles newspapers which carry the bulk of Sears' advertising. Sears has always had a healthy interest in reaching that extra audience. For that reason, the management of the Los Angeles district stores has used radio advertising in one form or another for many years. As TV set ownership increased in recent years, our interest in that medium has also increased.

"About four years ago, we developed an extensive series of one-

(Continued on page 10)

CBS Gives West First Tele Regional Network

HOLLYWOOD, Sept. 6. — West gets its first tele regional net with the Columbia Broadcasting System linking five key markets in California, Utah and Arizona Cities, representing 75 per cent of the population in the three States, are Los Angeles (KNXT), San Francisco (KPIX), San Diego (KFMB-TV), Salt Lake City (KSL-TV) and Phoenix (KPHO-TV).

Wilbur S. Edwards, general manager of CBS owned-operated KNXT, will serve as manager of the regional tele net. CBC feels its Western regional net will offer advertisers their first opportunity to tailor their programing and ad campaigns expressly for the regional audience while still benefiting from net production facilities in Hollywood.

Regional net is also seen as a testing ground for potential coast-to-coast web-worth shows. Columbia's radio net (CPN) served in this capacity for some years and became the birthplace for a number of shows which later expanded to the full web. First program to take the five-city tele ride will be "The Harry Owens Show," sponsored by United Air-lines, kicking off Monday (8).

WCFL Gets Chi Cards, ND Tilts

CHICAGO, Sept. 6. — WCFL, local 50,000-watt outlet, this week set its football schedule which will include all games played by Notre Dame and the Chicago Cardinals, a professional team. While some of the Notre Dame and Cardinal games may be included in other station coverage thruout the season, WCFL will be the only outlet here to broadcast the full skeds of both teams.

Hamm Brewing Company this week picked up the tab for the filmed "National Professional Football Highlights" 13-week series to be telecast over WENR-TV here Wednesdays, 8:30 p.m., CST, starting October 1.

WHERE'S TV IMPACT

Political Rally Draws Reported Big As Ever

WASHINGTON, Sept. 6.—Republican and Democratic national committee spokesmen gave an off-the-cuff view this week that TV's powerful role in bringing major campaign rallies into millions of parlors isn't making a dent in the turnout of supporters at the rallies. They based their views on attendance figures for the major speeches of the Republican and Democratic presidential candidates in the first formal week of the national campaigns. A few of the newspaper reporters covering the campaigns filed stories speculating that TV may be hurting the attendance at rallies in a manner similar to its impact on sports and theaters, but spokesmen at both the Rebublican and Democratic national committees here strongly disagree.

Edward Ingle, TV-radio director of the GOP National Committee, said that the turn-outs for Dwight Eisenhower, Republican presidential nominee, have demonstrated that "television, if anything, is a healthy stimulant to political campaigning." "Eisenhower's audiences in his Southern tour and in his Philadelphia talk were terrific beyond all advance estimates," said Ingle.

Spokesmen at the national committees of both parties agreed that TV's increased importance in the current campaign is likely to result in greater concentration than ever before of campaigning in the populous cities, with less emphasis on whistle-stop towns where there are no TV transmitters. The schedule of major speeches so far, for both Eisenhower and his Democratic foe, Adlai Stevenson, bears this out. Cannonading is centered heavily in TV cities and contracts are being made accordingly.

Whether TV will continue to have a salutary effect on the size of turn-outs for rallies is a matter of conjecture to leaders of both parties. In the words of one of them: "It's still a little early to judge yet; we'll just have to wait and see."

Jimmy Wakely Gets Sun. Slot Preceding Benny

HOLLYWOOD, Sept. 6.—Western warbler Jimmy Wakely gets the coveted Sunday radio time (3:30-4 p.m.) slot preceding the Jack Benny Show for a series on the Columbia Broadcasting System's Pacific net. Show will be carried on the CPN basic web of 13 stations and will be sponsored by Bristol-Myers for Sal Hapatica. "Jimmy Wakely Show" will also feature Roberta Linn, vocalist with the Lawrence Welk band.

Robert Hafter will produce and direct, with Homer Cool scripting. Thirty-nine week contract was set thru Young & Rubicam Agency, New York. Wakely, a Capitol records artist, will also continue his weekly local tele show via KNXT.

Fall Promotion Plans Unveiled By CBS Radio

NEW YORK, Sept. 6. — The 1952 fall radio program promotion plans of the Columbia Broadcasting System this week were unveiled during a two-day clinic held here with promotion managers of its affiliates at the Hotel Pierre. Lou Hausman, administrative veepee of CBS radio, in the keynote speech said that the recent Pulse survey on radio listening in TV homes was the first step on the part of the network's management to see what is happening to AM listening in TV homes. He said that the survey should give the network a feeling of hope and long-range security.

The mechanics of the promotion campaign were explained in detail by Charles Oppenheim, CBS administrative manager, sales promotion and advertising. He stated the running slogan for fall promotion would be, "Wherever you go, you enjoy it more with radio." Hausman and Oppenheim will shortly fly to the Coast for a one-day session with promotion managers there.

Infield Joins Salkin Office

CHICAGO, Sept. 6.—Mort Infield, for many years active as a theatrical agent in the Midwest, joins the Leo B. Salkin agency, TV booking office here, September 15, the first of a series of moves being made by Salkin who is moving into the video field full time and discontinuing his motion picture affiliations (The Billboard, September 6).

Salkin this week signed Gloria Van, formerly featured on the "Wayne King Show" and will handle her for TV work. Initial assignment set by Salkin for the chirp is as featured singer on "The Courtesy Hour," full hour shown locally every Friday night.

Frank Assigns Self to Oslo

NEW YORK, Sept. 6.—Norman Frank, program supervisor of the Columbia Broadcasting System's radio network, will turn correspondent to broadcast highlights of "Exercise Mainbrace," the first naval manuevers held by the fleets of the North Atlantic Treaty Organization. Frank will be cut into four different CBS news shows to describe to radio listeners the naval operations off Oslo. He has taken a three-week leave of absence for the assignment.

40 Theaters to Carry Walcott-Marciano Bout

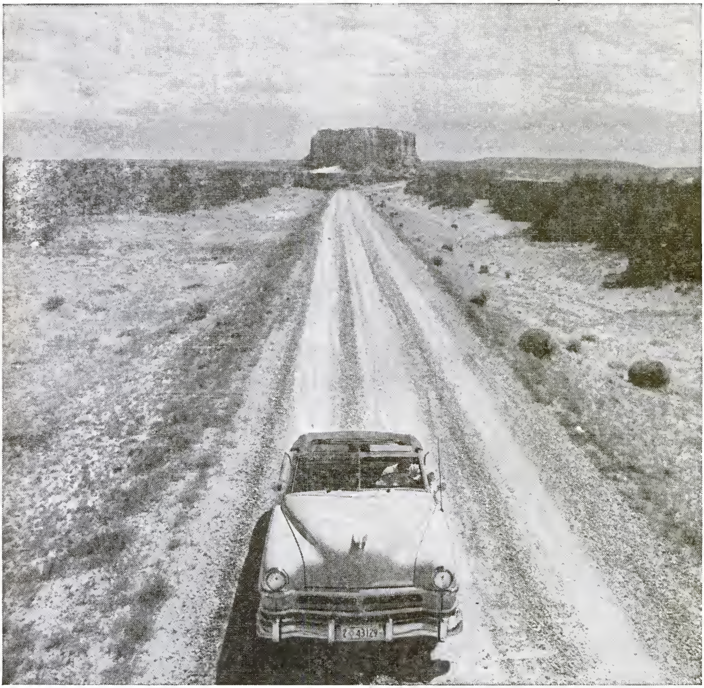
NEW YORK, Sept. 6. — The line-up of theaters signed to carry the heavyweight championship fight between Jersey Joe Walcott and Rocky Marciano this week was estimated by trade sources to have passed 40, with many more slated to be inked by the September 15 deadline. On the latter date, Theater Network Television, Inc., which has the rights to the bout, is slated to submit final figures to the International Boxing Club on the number of houses lined up for the September 23 telecast.

TNT this week is known to have passed the number of houses required as a minimum by IBC in a contract which had a cancellation clause permitting IBC to bow out of the deal unless a minimum guarantee is met.

This figure is believed to be just over $100,000 and with the number of houses now signed, TNT can meet the requirements. TNT is understood to be getting 90 cents per seat from each house in the line-up. Most houses are expected to ask about $5 per ticket, with tix now authorized for sale by TNT.

WLW
1922 • 1952
30th year

Your Top TV Sales Opportunity
WDEL-TV
Wilmington, Delaware
In the Market which has highest income per family in the country.
Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles



This man is now being sold a food freezer

Today radio entertains, informs and *sells* people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. Virtually *every* home is a *radio* home—and over half of them have *two or more sets.*

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 *new* radio sets!

Radio reaches its vast audience at *far* lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made *right now.*

BAB

Broadcast Advertising Bureau, Inc.
BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

WNBT-WNBC Chains Independent Supermarts to Merchandising Plans

NEW YORK, Sept. 6. — Ted Cott, vice-president and general manager of WNBT and WNBC, here, who set some new merchandising patterns with his "Chain Lightning" deal for supermarket chain stores, has developed a new plan via which several thousand of the independent supermarkets in the metropolitan New York, New Jersey and Connecticut area will be similarly "chained."

Cott recently gave a cocktail party at Toots Shor's for 36 independent and co-operative supermarket executives representing some 1,800 stores, at which the new merchandising plan was outlined. Approximately 1,200 of the stores were lined up as a result of the presentation made then.

The plan calls for each store to become a member of "The NBC Quality Store Group," and display in its window a circular gold seal with a diamond superimposed on it. Copy in the diamond reads: "An NBC Quality Store."

Cook Book

Central merchandising gimmick is a series of 24 cook books, constituting an "Encyclopedia of Cooking and Homemaking." The cook books will be called the NBC Cook Books, and each week a new one will be placed on sale on a rack in each member store. The books sell for 19 cents retail.

They are published by a Cuneo Press subsidiary in Chicago, and are purchased from the publisher by the stores. Following the aforementioned cocktail party, WNBT-WNBC took orders from the store reps for some 4,000,000 books for the 1,200 stores.

The campaign to sell the books, and thus build traffic for the stores, will run for 26 weeks, one week for each of the books, one week for a binder to hold the entire set, and a final week for wrapping up the campaign.

In each book, a four page, center spread insert will plug food and other advertisers, using WNBT and WNBC. The stations will plug the books and the "NBC Quality Stores" (as "The Store the Stars Talk About") via announcements and station break spots.

A half-hour radio program, called "The Diamond Revue," will also be built to plug the stores and advertisers. The show will probably be carried Saturday morning and will feature Jane Pickens. All WNBT-WNBC personalities (Faye Emerson, Skitch Henderson, Morey Amsterdam, Jinx Falkenberg, Herb Sheldon, Bill Stern, Bob and Ray, etc.) will plug the stores and advertisers, as well as the cook books.

The campaign will also be tied in with the NBC Movie of the Month promotion, in which stores will preview pix and select "movie of the month."

NBC stars, as in "Chain Lightning," will be available for store openings and other special store events. Stores will be supplied with pictures, posters, streamers, banners and star mats, all for free. The publisher of the cook books is paying for all this material, as well as for a newspaper and magazine campaign (TV Guide, Cue, dailies, etc.) plugging the cook books and the stores.

In return for all this plugging, the stores will give WNBT-WNBC advertisers end displays and other considerations. Other stations have worked out merchandising tie-ups with chain operations, but this is the first time a substantial group of independent stores have been tied together in this type of deal.

Cott anticipates that between 2,500 and 3,000 stores will be participating before the deal is over. Bill Rich, merchandising manager, and Jay Smollen, advertising and promotion manager of the stations, are handling the campaign.

Diaz to Head National Segs For ABC Web

NEW YORK, Sept. 6. — Ray Diaz this week was named program director of the American Broadcasting Company radio network. Diaz replaces Leonard Reeg, who resigned his post as veepee for AM programs to join the John Gibbs packaging outfit. Reeg has become vice-president with the Gibbs organization, and will establish and head a Hollywood office for the firm.

Diaz, in recent years, has been national director of program operations for ABC, and program director of WJZ, New York.

FCC ISSUES LICENSES TO 2 AM STATIONS

WASHINGTON, Sept. 6.—Licenses were issued to two more AM stations, and another AM construction permit was approved this week as the Federal Communications Commission continued to act on the mounting pile of AM applications.

Licenses were authorized for Pat M. Courington, of Oneonta, Ala., and the Chatham Broadcasting Company of Silver City, N. C., while latest AM grant went to Andrew B. Letson, of Ocala, Fla., for daylight operation.

WSAI PITCHES TO GET PUBLIC AIRING ON TAPE

CINCINNATI, Sept. 6. — WSAI here plans a unique stunt for next Friday (12) at 9 p.m. when it takes its listeners behind the scenes of radio selling with a 45-minute tape recording of the presentation used to acquaint and inform advertisers of the recent revamping of its daytime programs. Charles Black, program director, narrates the program, explaining and introducing capsuled portions of each new show with its attending talent. Thus, listeners will be given the low down on how a radio station sells its programs and personalities to advertisers.

Vaughn Monroe Back to CBS Saturday Spot

NEW YORK, Sept. 6.—The Columbia Broadcasting System's radio web this week came up with another sale and wrapped up a deal with a client who had been expected to move. R. J. Reynolds switched its "Vaughn Monroe Show" from the National Broadcasting Company's radio web to CBS. Musical program goes Saturday 7:30-8 p.m., its old time slot on CBS. Reynolds is expected to buy another stanza for the 8-8:30 slot on NBC.

Toni this week replaced "Grand Central Station" with "Fun for All," an audience-participation show which features Arlene Francis and Bill Cullen. Program goes into 1-1:25 p.m. slot on the CBS network.

Radio Nets Pull 52.6% Dialers In Tele Homes

NEW YORK, Sept. 6.—The four network radio stations get an average of 52.6 per cent of the evening radio audience in New York television homes, according to a study The Pulse released this week. The analysis also revealed that, contrary to the common notion, mid-evening listening in TV homes is holding up as well as or better than early and late evening radio use.

Radio sets-in-use in New York television homes between 6 p.m. and midnight averages 18.1 per cent. Between 8 and 9 p.m. radio usage is 19.2 per cent, and between 9 and 10 p.m. it's 19 per cent, both above the evening average.

Dr. Sydney Roslow, Pulse prexy, said, "Radio listening in television homes has increased steadily for the past 15 months." He said that it was widely assumed that this increase was mostly due to disk jockeys and non-network newscasts, but that the study showed that network shows were getting their share of the increase and still getting more than half of evening listeners.

Pulse also revealed recently that out-of-home listening in the 14 major markets this summer added 18 per cent to the at-home radio audience as opposed to 17 per cent last summer.

The Pulse analysis of evening radio in New York television homes, based on reports from over 4,200 families, was done for the Columbia Broadcasting System radio network.

CBS Execs Talk Fall Programs

HOLLYWOOD, Sept. 6.—Final details on Columbia Broadcasting System's fall shows will be discussed next week when CBS Coast net programing veepee Harry Ackerman, and Hubble Robinson, in charge of web programing, meet in Chicago. Ackerman leaves here Thursday for the Robinson talks and is due back in Hollywood Monday.

Talks will settle final details on the CBS fall program line-up. Also to be discussed will be string of shows to be auditioned by the net for use later in the season.

Nets, Outlets Get License OK From FCC

WASHINGTON, Sept. 6.—The Federal Communications Commission left the door open for a possible investigation of American Civil Liberties Union charges of "blacklisting" TV-radio actors and writers in a memorandum this week explaining its reason for refusing to deny license renewals to networks and stations charged with such activities. At the same time it denied an ACLU petition requesting a clarification and revocation of its June 11 order granting license renewals to the American Broadcasting Company, the Columbia Broadcasting System, Inc., the National Broadcasting Company, Inc., and WPIX, Inc., of New York City.

The commission pointed out that, in its license renewal order, it specifically limited its action to denial of that portion of the ACLU petition which asked for the withholding of licenses unless the networks involved promised not to engage in blacklisting or "other discriminatory practices." The ACLU complaint also requested a general FCC investigation to determine the extent of such discrimination in the TV-radio industry and the measure necessary to halt such practices. If the ACLU complaint brought forward issues which should be investigated, the commission said it had decided that they "warranted consideration on a broader basis than that presented by the limited area bounded by the activities of individual licenses."

Dare's Option Lifted by CBS

HOLLYWOOD, Sept. 6.—Danny Dare's option was picked up this week by Columbia Broadcasting System with the producer-director being repacted for another year. Harry Ackerman, CBS veepee in charge of Hollywood originating web shows, assigned Dare to his first chores under his new pact. Dare will serve as co-producer of the "Meet Millie" tele show with Frank Galen as well as its director.

60G SALES TAG

KNBH Sets Price for Chadwick Channel Swim

HOLLYWOOD, Sept. 6. — Station KNBH this week pinned a $60,000 sales tag on its exclusive stroke-by-stroke TV coverage of Florence Chadwick's Catalina Channel swim. Figure is for local sale only. Swimmer makes her second attempt to bridge the span between the California mainland and Catalina Island September 20. Station will lens the event for approximately 15 hours, estimated time she will take to complete the swim.

National Broadcasting Company owned-operated outlet is restricting number of participating sponsors to three. Hence, one bankroller would shoulder the $60,000 tab alone, split at $30,000 apiece with another sponsor or have three give the station $20,000 per bankroller.

Station first trained its cameras on Miss Chadwick's channel swimming earlier this summer and stayed on the air thru the night for complete coverage. Despite fact that the swimmer fell short of her goal, KNBH found its tele coverage of the event commanded an overwhelming viewer following. Station was first to try coverage of this kind. After competitors realized the strong audience following, other stations immediately moved to try to sew up Miss Chadwick's second attempt.

When they learned of the KNBH exclusive contract with Miss Chadwick, others backed away save Station KTLA, which fought to the last in an effort to get its cameras on the scene. Last week, KTLA's Klaus Landsberg stated he wasn't sure whether he was interested in covering the event, indicating change of heart was caused by the commercialization of the event. However, Landsberg refused to state definitely whether or not he has decided against flouting KNBH's exclusivity. Landsberg earlier indicated feeling that the event was in public domain since it was staged in the open ocean. Miss Chadwick then issued a statement that she had been signed to work exclusively for KNBH and cannot make her services available to any other tele station.

If KTLA still tries to cover the swim, a test case may result determining for the first time the strength of a station's exclusivity in covering such events. One thing was certain: A free for all tele battle would result with KNBH attempting to block KTLA from the scene.

ABC Sets Up TV Committee

NEW YORK, Sept. 6. — The American Broadcasting Company this week set up its first Television Advisory Committee, consisting of execs from five video affiliates. A meeting of the committee is planned soon.

Charter members of the committee include: Kenneth Berkeley, WMAL - TV, Washington; Otto P. Brandt, KING-TV, Seattle; William Lane, WLTV, Atlanta; Franklin Snyder, WXEL, Cleveland; and Mort Watters, WCPO-TV, Cincinnati.

SAG Blankets TV; Agency Talks Set

HOLLYWOOD, Sept. 6.—Screen Actors' Guild opens supplemental contract negotiations with ad agencies in New York Monday (8) covering actors in filmed spot announcements after bringing into its fold virtually all TV entertainment films aired by the nets. Guild this week concluded collective bargaining agreements with 10 telepix producers, thereby virtually completing its coverage of the TV entertainment film field.

Latest to sign SAG contracts were Desilu Productions, Dudley Pictures, Key Productions, McCadden Corporation, Murphy-Thomas Productions, New World Productions, Rovan Films, Showcase Productions, Tower Productions and Volcano Productions.

Others who earlier inked Guild pacts were Bracken Productions, Donlevy Development Company, Frank Ferrin Company, Hour Glass Productions, Theodore Kosloff, National Repertory Theater, Pennant Productions, Quality Pictures Company, Visual Drama, Voglin Corporation, Wrather TV Productions and Wizard Telepictures Company. Contracts with producers of almost all other TV entertainment films were concluded this summer.

Vital portion of its contracts with telepix producers concerns additional payment to actors for reshowings of films and further additional payments should the TV films be shown in movie houses. Contract establishes minimums at $70 per day and $250 per week for a single role in a picture, $300 for two pix produced per week and $375 for three films made in a week.

Patti Page to Head Scott TV

NEW YORK, Sept. 6.—Patti Page will headline the new "Scott Music Hall," which Scott Tissues will program alternate weeks 8-8:30 Wednesday nights on the National Broadcasting Company's TV web. The program will use variety acts. A comic, probably Frank Fontaine, will be used as a regular. Miss Page was on the Columbia Broadcasting System's TV network for J. Walter Thompson, the Scott agency, this summer, but for another client, Lever Brothers.

ABC-Blair-Petri Deal Strikes a Minor Snag

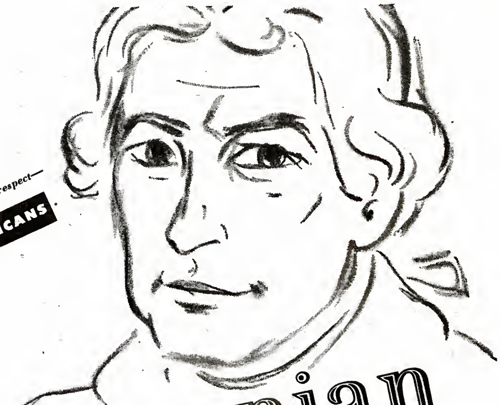
NEW YORK, Sept. 6.—The national spot representation agreement concluded this week between the American Broadcasting Company and the John Blair Company, Blair-TV, and the Edward Petry Company (The Billboard, Sept. 6), this week struck a minor snag. The deal had ABC eliminating its own spot sales department and splitting representation of its owned and operated stations between the station reps. However, the deals for KECA and KECA-TV, Hollywood, have been held up temporarily.

The plan called for Blair and Blair-TV to represent ABC radio and tele outlets in Chicago and Detroit, while Petry would handle the AM and TV business in New York, San Francisco and Hollywood. However, the Hollywood pacts cannot be inked for the time being because Petry currently is the station rep for KFI and KFI-TV, Hollywood.

It is known that Ed Petry and Earl C. Anthony, head of KFI, are personal friends of many years standing. The belief is that the ABC deal is too good for Petry to turn down, but he is holding off on it until Anthony is able to make other arrangements for representation.

A distinguished series of radio programs designed with respect—

FOR ALL AMERICANS



"the Jeffersonian heritage"

When in the Course of Human Events it becomes necessary

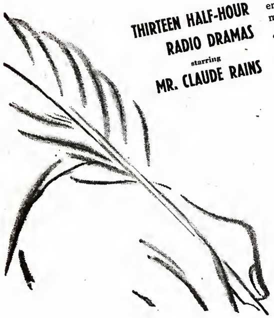
. . . for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson—patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

THIRTEEN HALF-HOUR RADIO DRAMAS
starring
MR. CLAUDE RAINS



OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:

"People Under Communism"
"The Ways of Mankind"
"The People Talk Back"
"Voices of Europe"

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Mr. Frank Schooley, Treasurer. Dept. B
University of Illinois,
Urbana, Ill.

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation . . .

"The Jeffersonian Heritage" programs are now available to commercial radio stations on a sustaining basis for just the cost of the pressings, $25.00.

Nielsen Shows 98% Radio Saturation

NEW YORK, Sept. 6. — First results of the Nielsen Coverage Service were released by the A. C. Nielsen company this week, and they show radio coverage at a new high, 96 per cent saturation of U. S. homes.

The NCS count of U. S. radio homes is 43,666,000, which is about 1,000,000 higher than the four-network estimate of the beginning of this year and 2,000,000 higher than the 1950 census showed.

Radio penetration in the State of Iowa is 99.5 per cent, according to NCS, and it approaches total saturation in several other Western farming States. Greatest gains in radio distribution was shown in the South, where all the States now have at least 90 per cent of their families owning radio sets. This upswing is attributable to the increasing spread of rural electrification and to the general level of prosperity thruout the country.

The NCS figures give new calibre ammunition to radiomen. By an intensive personal-interview technique on a sample of approximately 100,000 homes, a method that Nielsen claims gives a far higher degree of accuracy than was possible by the Broadcast Measurement Bureau's mailed ballots, Nielsen has shown that radio broadcasting today reaches almost the entire population of the U. S.

The NCS television study was this week in its final stages of tabulation.

NEWS CAPSULES

Strong Opera Season Seen for Network TV

• *Continued from page 3*

Sullivan, Stoufer, Colwell & Bayles is the agency.

DUNHILLS SKEDS 129 SPOTS IN WEEK . . .

NEW YORK — Philip Morris and Co., Ltd., has bought 129 spot announcements, station breaks and participations on WCBS-TV for Dunhills for the week beginning Tuesday (9). The deal is a rather unusual TV saturation campaign. Dunhill has also taken the Tuesday and Thursday segments of "Sports of the Night."

GOVERNORS AID VOTE DRIVE . . .

WASHINGTON — Governors who became more familiar to TV and radio audiences during the political conventions are responding generously to the "Register and Vote" campaign conducted by the National Association of Radio and Television Broadcasters, it was announced yesterday (5) by John Patt, chairman of NARTB's "Register and Vote" committee. Highlighted by a recent testimonial from Gov. Adlai Stevenson, Democratic presidential nominee, several governors have sent word encouraging the drive. Gov. Theodore McKeldin of Maryland, who placed Dwight Eisenhower's name in nomination at the GOP convention, has officially set aside September 16-23 as "Maryland Registration Week" in a proclamation issued August 27.

CLIPP HEADS NARTB INSURANCE GROUP . . .

WASHINGTON — Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, today announced the appointment of the NARTB insurance committee headed by Roger W. Clipp, WFIL, Philadelphia, Pa. Serving with Mr. Clipp are: C. T. Lucy, WRVA, Richmond, Va.; Harold Essex, WSJS, Winston-Salem, N. C.; Edgar Kobak, WTWA, Thomson, Ga.; and Gilmore N. Nunn, WLAP, Lexington, Ky. Fellows said the NARTB has made an intensive study of various fields of insurance in an effort to develop plans which will give member radio and television stations maximum protection at minimum cost.

NBC TO TEST COLOR-TV SYSTEM . . .

WASHINGTON — National Broadcasting Company was given special temporary authority by the Federal Communications Commission this week to test its color-TV system over New York City Station WNBT for 15 minutes daily between 9 a.m. and 12 noon. NBC is anxious to get public reaction to the best black and white pictures turned out in the test period between September 15 and 30, with week-ends excluded.

WKRC-TV ALLOWED TO CHANGE CHANNELS . . .

CINCINNATI—WKRC-TV here was authorized Thursday (4) by the Federal Communications to switch from Channel 11 to Channel 12, the first of several changes planned for the area which are designed to eliminate interference.

The change will require several weeks to complete, said Hulbert Taft Jr., executive vice president of Radio Cincinnati, Inc., station operator. It will involve dismantling a four-section pylon and a six-bay antenna from the station tower and construction of a new 12-bay antenna.

Other channel changes expected to be okayed by the FCC soon will move WCPO-TV, Cincinnati, from 7 to 9; WHIO-TV, Dayton, O., from 13 to 7, and WHAS-TV, Louisville from 9 to 11.

GOVERNMENT RADIO PURCHASES RISE . . .

WASHINGTON— Radio communications and equipment sales to the government by Radio-Television Manufacturers' Association members the first six months of 1952 totaled $536,794,477, compared with $508,709,882 in the same period of last year, RTMA announced. Second quarter government orders jumped sharply over those for the first three months to a total of $322,499,543.

BLOCK BOOKING CUES WLW SKED SHUFFLE . . .

CINCINNATI—WLW, with the co-operation of the National Broadcasting Company, is reshaping its sked for the purpose of experiments in block programing. The set-up calls for drama Sunday, music Monday, comedy-variety Tuesday, mystery Wednesday, situation comedy Thursday and Friday and pop and Western music Saturday. NBC will tape shows where necessary for this purpose. Ratings and audience flow on WLW will then be compared with those of other NBC stations.

VCA TO SPONSOR SPORTS SEG . . .

NEW YORK — VCA Laboratories will sponsor a 15-minute sports round table, preceding and following each of the World Series games over Mutual Broadcasting System. Ward Wilson, Marty Glickman and Bert Lee will take part in the confabs. VCA will plug its Rybutol vitamin pills. Duane Jones is the agency for VCA.

NEW JERSEY NET IS PROPOSED . . .

NEWARK, N. J.—Plans for a four-station network, to be known as Network New Jersey, with coverage of 97 per cent of New Jersey's radio homes, were announced this week. Prime purpose of the web is to give political candidates easy access to the Jersey populace. Stations participating are WPAT, Paterson; WBUD, Trenton; WMID, Atlantic City and WWBZ, Vineland.

ANTELL HEAD HITS RADIO JINGLES . . .

NEW YORK — Charles Kasher, president of Charles Antell, Inc., told the Merchandising Executives Club that "superficially disguised radio commercials, jingles or animated billboards don't belong on TV." He said, "They certainly can't do the job a salesman can, because no one can sell like a salesman." The Antell company places the pitchman films plugging their hair preparations, and is one of the biggest buyers of radio and TV time.

NEXT WEEK

Videodex and Pulse Studies of BUFFALO

•

Top 10 TV Shows Each Day

. . . According to Videodex

•

Top 5 Radio Shows Each Day

. . . According to Pulse

•

Share of Total Audience Radio Vs TV

. . . According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington

SORRY—BUT WE'VE NO PULSE

NEW YORK, Sept. 6.—The chart giving the "Top 5 Radio Shows Each Day of the Week in St. Louis," based on The Pulse Report, does not appear in this issue because the Labor Day holiday left insufficient time to prepare it. A Pulse chart on St. Louis will appear in a subsequent issue.

NBC Rate Plan

• *Continued from page 6*

Committee, commented after the sessions:

"Altho the affiliates believe that in terms of values delivered, network radio is already underpriced, we recognize the realities of the competitive situation. I think I can speak for practically all the stations represented at the Chicago meetings in saying that NBC has approached the problem with intelligence, imagination and sound business judgment."

Others told The Billboard that they had come here convinced they would have to go along with whatever plan the network came up with if they were to meet the competition, whatever their personal feelings on the rate question. Operators were pleased, however, that the plan offered protection of their own rate cards and also approved the stress on weekly billings in the discount structure as compared with mere annual rebates.

Sears Loves TV

• *Continued from page 6*

minute television spots and discovered that they had considerable effectiveness in demonstrating Sears' merchandise. Many of our department managers reported encouraging results from such spots. But after a few years we found that costs and difficulty of finding good availabilities made the use of TV spots less desirable. So we turned our attention to the possibilities of a program presentation of Sears' merchandise. Our agency was working to develop a tailor-made, one-hour TV program that would combine variety entertainment with adequate merchandise presentation, when KTTV brought Dude Martin to the attention of the Mayers Company."

THE BILLBOARD Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

• Top 10 TV Shows Each Day of the Week in ST. LOUIS

(407,000 TV Sets; Panel Size 200)*

. . . According to Videodex Reports

KSD-TV........................St. Louis Post-Dispatch........................NSC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

THE following chart clearly demonstrates the extent to which televiewing can drop off during the summer. Since St. Louis is a single-channel market, the program ratings (here covering the first week in July) are the same as the percentage of sets in use during that period. Top audience in July was at 8:30 p.m. Monday for the "Robert Montgomery Presents" show, which had 45 per cent to St. Louis' TV homes tuned to it. Compare this to the 66.6 per cent that the "Colgate Comedy Hour" had last March or the 73.1 per cent that the "Texaco Star Theater" had last November. The top St. Louis audiences each day last March were: Sunday, 66.8; Monday, 56.3; Tuesday, 65.5; Wednesday, 62.5; Thursday, 63.0; Friday, 52.0, and Saturday, 52.3. The maximum drop was Sunday, 36.3 points, and the average fall-off of the daily top audience was 20.6 percentage points.

SIGN-ON TO SIGN-OFF

Mar. '52 Pos.	Mar. '52 Rtg					Avg. Rtg.
			SUNDAY			
—	—	1.	BIG PAYOFF	NBC	7:00- 8:00	30.5
4	37.5	2.	FEATURE FILM (Twin Beds)	Non-Net	1:45- 3:00	25.3
—	—	3.	STU ERWIN (film)	ABC	5:30- 6:00	24.5
3	59.8	4.	PHILCO TV PLAYHOUSE	NBC	8:00- 9:00	24.0
—	—	5.	THE NAME'S THE SAME (kine)	ABC	1:00- 1:30	20.0
8	30.0	6.	ZOO PARADE	NBC	4:00- 4:30	18.5
—	—	7.	HALL OF FAME	NBC	9:00- 9:30	18.0
—	—	8.	MEET THE PRESS	NBC	6:30- 7:00	17.5
—	—	9.	THIS IS SHOW BUSINESS (kine)	CBS	4:30- 5.00	16.5
—	—	10.	PLAYHOUSE OF STARS (film)	CBS	10:00-10:30	16.0
			MONDAY			
1	56.3	1.	ROBERT MONTGOMERY	NBC	8:30- 9:30	45.0
—	—	2.	SHRINER'S PARADE	Non-Net	9:30-10:00	41.5
2	50.0	3.	MAMA (kine)	CBS	8:00- 8:30	34.5
3	48.5	4.	WINCHELL-MAHONEY	NBC	7:00- 7:30	31.0
7	28.8	5.	SUMMER THEATER (kine)	CBS	10:00-11:00	25.0
4	41.0	6.	VOICE OF FIRESTONE	NBC	7:30- 8:00	22.5
6	29.0	7.	CAMEL NEWS CARAVAN	NBC	6:45- 7:00	19.5
10	18.5	8	WRANGLER'S CLUB	Non-Net	5:00- 5:15	18.0
—	—	8.	SPACE CADET (kine)	ABC	5:15- 5:30	18.0
8	20.0	10.	HOWDY DOODY	NBC	4:30- 5:00	17.0
			TUESDAY			
4	49.3	1.	ORIGINAL AMATEUR HOUR	NBC	9:00- 9:45	39.5
—	—	2.	TOAST OF THE TOWN (kine)	CBS	10:00-11:00	29.0
3	58.0	3.	CIRCLE THEATER	NBC	8:30- 9:00	27.0
6	32.0	4.	STRANGE ADVENTURE (film)	Non-Net	9:45-10:00	23.5
—	—	5.	BOSS LADY	NBC	8:00- 8:30	22.0
—	—	6.	SUSPENSE (kine)	CBS	11:00-11:30	20.5
5	47.5	7.	CAMEL NEWS CARAVAN	NBC	6:45- 7:00	19.0
10	17.5	8.	BIG PAYOFF	NBC	2:00- 2:30	18.0
9	19.5	8.	HOWDY DOODY	NBC	4:30- 5:00	18.0
—	—	10.	WRANGLER'S CLUB	Non-Net	5:00- 5:15	15.5
			WEDNESDAY			
1	62.5	1.	KRAFT TV THEATER	NBC	8:00- 9:00	42.5
—	—		DRAGNET (film)	NBC	7:30- 8:00	37.5
—	—	3.	PABST BLUE RIBBON BOUTS	CBS	9:00- 9:45	35.7
—	—	4.	SPORTS PARADE	Non-Net	9:45-10:00	20.0
—	—	5.	YOU ASKED FOR IT	ABC	7:00- 7:30	19.5
9	17.0	5.	HOWDY DOODY	NBC	4:30- 5:00	19.5
6	19.8	7.	GODFREY & FRIENDS (kine)	CBS	10:00-11:00	19.3
5	33.0	8.	CAMEL NEWS CARAVAN	NBC	6:45- 7:00	16.5
8	18.5	9.	BIG PAYOFF	NBC	2:00- 2:30	14.0
—	—	9.	LOVE OF LIFE	CBS	11:15-11:30	14.0
—	—	9.	SEARCH FOR TOMORROW	CBS	11:30-11:45	14.0
			THURSDAY			
—	—	1.	THE BEST OF GROUCHO	NBC	7:30- 8:00	44.0
3	55.5	2.	BREAK THE BANK (kine)	CBS	7:00- 7:30	42.5
—	—	3.	MY LITTLE MARGIE (film)	CBS	8:00- 8:30	33.5
—	—	4.	FAMILY THEATER	Non-Net	9:30-10:00	32.5
—	—	5.	THE UNEXPECTED (film)	Non-Net	10:00-10:30	30.5
—	—	6.	T-MEN IN ACTION (kine)	NBC	10:30-11:00	31.0
—	—	7.	MR. PEEPERS	NBC	8:30- 9:00	29.5
6	42.0	8.	CAMEL NEWS CARAVAN	NBC	6.45- 7:00	25.0
—	—	9.	TELESPORTS DIGEST	Non-Net	11:00-11:30	23.0
8	23.0	10.	HOWDY DOODY	NBC	4:30- 5:00	20.0
			FRIDAY			
1	52.0	1.	BOXING	NBC	9:00-10:00	35.3
—	—	2.	CAMPBELL PLAYHOUSE	NBC	8:30- 9:00	28.0
—	—	3.	DANGEROUS ASSIGNMENT (film)	Non-Net	10:00-10:30	25.5
—	—	4.	DRAMA THEATER	Non-Net	8:00- 8:30	22.0
6	33.5	5.	CAMEL NEWS CARAVAN	NBC	6:45- 7:00	21.0
2	44.0	6.	WE, THE PEOPLE	NBC	7:30- 8:00	20.5
—	—	6.	DOUBLE PLAY (film)	Non-Net	10:30-10:45	20.5
—	—	7.	HOWDY DOODY	NBC	4:30- 5:00	19.5
—	—	7.	WRANGLER'S CLUB	Non-Net	5:00- 5:15	19.5
—	—	7.	CURTAIN CALL	NBC	7:00- 7:30	19.5
—	—	10.	BIG TOWN (film)	CBS	10:45-11:15	18.3
			SATURDAY			
3	47.0	1.	WRESTLING FROM MARIGOLD	DuM	9:30-11:00	35.8
5	31.5	2.	ROY ROGERS (film)	NBC	4:00- 4:30	32.5
6	30.5	3.	CISCO KID (film)	Non-Net	4:30- 5:00	30.5
—	—	4.	MY FRIEND IRMA (film)	CBS	3:00- 3:30	29.5
7	30.0	5.	GENE AUTRY SHOW (film)	Non-Net	5:00- 5:30	28.0
9	24.5	6.	WILD BILL HICKOK (film)	Non-Net	12:00-12:30	27.0
—	—	7.	KIT CARSON (Film)	Non-Net	2:30- 3:00	26.5
—	—	8.	BIG TOP	CBS	11:00- Noon	25.0
—	—	9.	HOPALONG CASSIDY (film)	Non-Net	9:00-10:00 A.M.	24.0
—	—	10.	SPACE PATROL	ABC	10:00-10:30 A.M.	23.5

* NBC estimate of July, 1952.

UNIONS AND TV FILMS—1

SDGA Expands Aid In TV Film Production

By GEORGE SIDNEY
Screen Directors Guild

The Screen Directors' Guild of America, tbe one Guild representing all motion picture directors and assistant directors, as well as many of the so-called "live" television staff directors, is an independent membership organization not affiliated with any other industry or labor group.

SDGA now has over 700 members, many of whom are regularly employed in the production of TV films, and also has many others sporadically employed in making film for the new medium. The Guild began its membership as early as 1941 and with the advent of pilot production in Hollywood in 1946 and 1949, it gave serious consideration to problems arising out of the new tight scheduled half-hour film production for the nation's TV stations.

Our membership was disposed to give these pioneer producers help in discovering new ways of cutting down production costs and maintaining quality and was among the first of the Hollywood Guilds and unions to give substantial concessions to aid development of the film TV medium. The SDGA has also been virtually the last Guild to withdraw these concessions and is now operating with most of its nearly 200 signatories on revised contracts or within the framework of new contracts which embody the experience gained by the Guild and its members in the intervening years since the first concessions were made.

Guild policy today still reflects the anxiety of the organization to aid the producer in dealing with problems of TV film production that fall outside the methods and practices of conventional film production, and scarcely a day goes by that members of the Guild staff do not sit down with a producer to discuss ways to handle questions that arise out of demands made on the producer by advertising agencies, networks, etc., that are part and parcel of the new procedures necessitated by production of films for commercial sponsorship on TV. We have constantly maintained a co-operative attitude toward such producers and our new TV film contracts reflect our willingness to deal with new problems as they arise.

We have recently completed negotiations with the Alliance of Television Film Producers, representing some 15 of the top TV film companies in Hollywood, and secured for the first time in Guild history, recognition of the director above and beyond his original contribution to the films made for TV, namely, additional payment for future use of his work. The principle of extra payment gives emphasis to the important creative role that the director plays in the successful completion of an entertaining half-hour picture and enables him to share with his producer in the film's success to which he has so largely contributed.

As the parade of TV production continues, in and out of the Hollywood studios, and as the need for such film programing becomes more and more apparent to America's advertisers, we of the SDGA pledge the continuing support of our membership to the advancement of and preservation of the high standards of film production to which we have been dedicated for over thirty years.

WNBQ Hikes TV Pic Schedule, Adding 7 Segs

CHICAGO, Sept. 6.—WNBQ, local National Broadcasting Company outlet, this week stepped-up its TV feature film schedule by adding seven programs which will consume seven hours and 15-minutes of time every week. Addition of the feature films also brought on an expanded schedule of operation for the outlet, which will now add about four hours per week to its schedule.

All new feature film shows being added will tee off as sustainers. Initial show starts Saturday (13) and will be seen at 10:45 a.m. thru noon each Saturday thereafter. Sunday show will be telecast at 11 a.m. thru noon, while the Monday thru Friday schedule calls for a film each evening from 11 p.m. thru midnight.

4A Merger Try Fails Again; Films Are Issue

NEW YORK, Sept. 6.—Another attempt to resolve differences between Television Authority and the Screen Actors' Guild by the parent body, the Associated Actors and Artistes of America (4A's), this week failed. The bait tossed to TVA was that its merger with the American Federation of Radio Artists would be approved, but the former union did not bite.

The main differences between TVA and SAG are (1) TVA wants to help negotiate a contract for film spots and (2) films "done in the manner of live shows," that is such programs as "I Love Lucy" and the Red Skelton show must be acknowledged as within the Eastern union's jurisdiction. TVA's counter-offer was that these matters be retained within the 4A's for adjudication. The SAG would not accept this proposal.

TVA sees SAG's forthcoming negotiations with agencies for film spots as extremely vital to the interests of its membership. Thus its desire to move into the bargaining. Should an SAG contract be signed for film spots with advertisers in which insufficient extra compensation for re-use is provided, TVA believes its members would be thrown out of work because they would be competing with themselves.

SAG, TVA execs maintain, still does not comprehend the importance of re-use. Its recent pact with film producers does not produce the same revenue to performers for re-use when compared to the TVA agreement with the networks.

4 Advertisers To Bankroll "11th Hour"

NEW YORK, Sept. 6.—Four advertisers will bankroll WNBT's feature film show, "11th Hour Theater," for five of the seven nights of the week on a single sponsorship basis. They are: Ruppert Beer, Thursdays and Fridays; Trefarri Jewelry, Tuesdays; Best Foods, Saturdays, and Medallia D'Oro, Wednesdays. Sundays and Mondays, the show will contine on a participating sponsorship basis.

The value of the show to all advertisers has been considerably enhanced by station manager Ted Cott's decision to repeat the film each night, i.e., show it twice. It is believed that Cott is attempting to test the potential for showing feature films thru the night, as has been successfully done in Pittsburgh, and other cities.

NEW SERIES AND FIRMS

Abby Greshler Forms TV Film Organization

HOLLYWOOD, Sept. 6.—Abby Greshler has gone into the TV film business. This week he announced the formation of Abner J. Greshler Productions, Inc., here. His first project will be "Peck's Bad Boy," for which he already has four scripts completed. Jimmy Boyd will be tbe star of the series. Hal Waller will be the director, and Ed Hellwig will write and co-produce. George Jenkins will be art director, and George Barnes will be in charge of the cameras. Shooting is due to start November 15.

PEGGY LEE SERIES TO GET UNDERWAY . . .

HOLLYWOOD — Murphy-Thomas Productions, Inc., will soon begin shooting "Dream Awhile With Peggy Lee," a 15-minute series in color. Production will be at General Service Studios here.

UTP to Distribute Musical Films . . .

NEW YORK — Aaron Beckwith, sales manager of United Television Programs, announced this week that UTP is set to begin distribution of a library of 2½-4 minute musical films produced by Studio Films of Cleveland. A basic library will be sent out first, with additional clips monthly. Among the talent featured are Connee Boswell, June Valli and Bob Haymes. Each clip is built around a little story line. Beckwith said that stations could easily assemble them into 15-minute or half-hour programs.

PAUL GARRISON FINISHES PILOT . . .

HOLLYWOOD — Paul Garrison has completed a pilot of a 15-minute film series he will produce, direct and write himself. Entitled "Love Scenes," it is based on amorous moments in great literature plus a few originals, with each segment budgeted at $3,000. Garrison is headquartered at United Producers Studios, Beverly Hills.

TV FILM PURCHASES

Wander Company, for Ovaltine and Toddy, has bought a half-hour film show, with screened commercials, Sundays for 30 weeks, starting September 26. Programs, which will be seen over WGN-TV, Chicago, from 11:30-12 noon, were set thru Grant Advertising. . . . Leo Rose Clothing Company, Chicago, thru Malcolm - Howard, contracted with WGN-TV to sponsor a feature film Sundays, 9-10 p.m. CDT, starting September 14 for a year.

WENR-TV Sells Out 'Tri-Star'

CHICAGO, Sept. 6.—WENR-TV, pioneering a weekly triple-feature film series here titled "Tri-Star Theater," this week had the weekly strip completely sold. Programs are telecast every Saturday, starting at 6 p.m. CDT, and continuing thru the conclusion of the third picture.

First feature each Saturday will be sponsored by Miracle Enterprises, starting today for its cutlery and cooking products. Second film will be presented by Heatmasters, starting October 4, while Kool Vent awnings, also effective today, will pick up the tab for the third pic.

Features screened each week include romantic dramas, mystery and suspense stories. Previously an occasional Western was included, but under the new sponsor set-up, these will be dropped unless they fall in the romantic drama department.

AUTRY SINGS SOUR

Blasts Anti-Trust Suit Vs. Theater Pic Makers

NEW YORK, Sept. 6.—Gene Autry this week announced himself opposed to the Department of Justice anti-trust suit against theatrical film producers. He said that, as one who produces films for both TV and theater use, he was in a particularly good position to know the damage that would be done by forcing producers to make 16-mm. prints of their feature films available to TV stations.

He said that his TV films have to be made at an appropriate cost and that the techniques used in them "is entirely foreign to what we use for our pictures designed for theater screens." He added, "it is impossible to compete with the magnitude of motion picture theater screens within the limitations of television. Television's future lies in attractions specially produced for television only. I intend to continue my large budget feature picture for theaters.

WABD Sells Two ½-Hr. Pix

NEW YORK, Sept. 6.—WABD, the Du Mont station here, this week sold two half-hour dramatic film series. The first, "Royal Playhouse," was taken by Marcalus Manufacturing Company, Inc., paper product manufacturer, for 26 weeks beginning September 4.

The second went to the Liggett Drug Company for something over $150,000 and will go under the title, "The Liggett Theater." This kicks off a 52-week run on September 6. The Vitamin Corporation of America and Philip Morris are going in as co-sponsors of the Liggett show.

The FIRST name in outstanding television production

Read about ZIV PROGRAMS
In "Market Place" on Page 13.

Coast Office Is Opened by Expanding PSI

HOLLYWOOD, Sept. 6.—Expressing his faith in the growing importance of Hollywood in the TV film business. Paul White, president of PSI-TV, Inc., this week announced the opening of the firm's new office in Beverly Hills. At the same time he announced that Bernard Tabakin, formerly of Music Corporation of America's West Coast office, would be vice-president in charge of PSI's operations here, and Leon Kaplan, attorney, has been appointed PSI's general counsel on the West Coast.

White said that Hollywood has become more than just a production center, that TV film sales activities here have trebled in the past few years. He said that advertisers are sending their men to Hollywood in search of the good TV material and that by opening an office here PSI-TV would be in a good position to service them.

It was also announced this week that Bernard J. Prockter, chairman of PSI-TV and prexy of his own Prockter Productions, Inc., was leaving for Europe to arrange for TV film production there and to try to get the rights to additional material.

Both Tabakin and Kaplan were also made members of PSI's Plans Board.

QUICK TAKES

New York

Donald Stewart, head of Du Mont Television Network's Film Syndication Department, this week announced the appointment of Don Flagg, president of his own film producing firm, as West Coast representative for his department. . . . The National Association of Radio & TV Station Representatives will have two observers sitting in on the wage negotiations between Screen Actors' Guild and the Film Producers' Association. They are **Tom Flanagan**, managing director of NARTSR, and **George Brett** of the Katz Agency and chairman of the association's Trade Practices Committee. . . . **Warren F. Warner** is the film buyer as well as program director of television station WTVN, Columbus, O. In The Billboard's Film Quarterly last week, William Wagner was listed as the station's film buyer, but he is no longer with the station. . . . **Irv Lesser's** Major Television Productions has acquired the TV rights to two Bernard Shaw-Gabriel Pascal movies, "Pygmalion" and "Major Barbara." Lesser was on the West Coast this week. . . . Pathescope Studios this week liquidated its staff. The firm is trying to remain in business on an inactive basis with its one studio in Astoria. Pathescope made the recent summer replacement series, "The Hunter," with Barry Nelson for R. J. Reynolds.

Hollywood

Gil Ralston abandoned his production post at Screen Televideo Productions to team forces with **Arthur Ripley** and set up their own production firm. Ralston produced "Electric Theater," four "Cavalcade of America" telepix for Du Pont while with Screen Televideo. Prior to that he was in charge of Procter & Gamble's TV film production on the "Fireside Theater" series.

WPIX to Run Feature Film Across the Board

NEW YORK, Sept. 6.—WPIX, here, this week finalized a new five-times-a-week first run film series of the same feature. The series begins September 17, 7:30-8 p.m., with "So Ends Our Night" which stars Fredric March and Margaret Sullivan.

This move was made to try to make inroads on the audience captured by WOR-TV, here, which has had a great deal of success with its "Broadway TV Theater," the originator of the formula. WPIX is setting its sights for film product which hasn't been seen in the New York market, a strong selling point to viewers.

Significance of the deal is that it enables a local outlet to pay much more for a feature because of the five-times-a-week use of the property. This not only enables it to get better movies, but also enables a local outlet to compete with network stations which offer substantially more for one-time use. Other films which have been scheduled are "Moon and Sixpence," "Sleep, My Love," Girl from Manhattan," "Winterset," and "The Gladiator."

WPIX also will televise soccer in the coming season. The station will program the American Soccer League's contests from the Yankee Stadium beginning Sunday October 12.

THE BILLBOARD TV-Film Buying Guide

• Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories indicated. Series in other categories will be covered in the next three issues. When a show appears in a city on which Videodex issues individual reports, the show's Videodex rating is given, along with the rating of the previous show and the shows on opposition stations at the same time. An asterisk (*) indicates that the show was not telecast in that city during the Videodex reporting period. Two asterisks (**) indicate that Videodex does not currently report on those cities individually, tho it plans to in the near future.

Series Name — Length in Minutes — No. Release Available — Videodex Ratings

COMEDY

The Chimps . . . 15 . . . 13 . . . .
Dist.: United Television Programs, Inc.
DALLAS-FORT WORTH (3 stations)
WBAP, 5:45-6, Fri.
July Videodex Rating 1.0
Videodex Rating of
Prec. Show: Space Cadet 5
Opposition Shows, 5:45-6:
WFAA — Webfoot 4.8
KRLD—Western Theater 10.7
LOS ANGELES (7 stations)*
PITTSBURGH (1 station)
WDTV, 9:15-9:30 a.m., Sat.
July Videodex Rating 5.5
(Previous Month's Rating ....11.5)
Videodex Rating of
Prec. Show: Western Film 5.9
WASHINGTON (4 stations)*
ALSO CURRENTLY SHOWING IN: Kalamazoo, Miami, Salt Lake City.**

Dream It Up . . 26 . . . 15 . . . .
Dist.: Guild Films, Inc.
CURRENTLY SHOWING IN: None.

Gallagher's Travels . . . . 26 . . . 15 . . . .
Dist.: Guild Films, Inc.
CURRENTLY SHOWING IN: None.

Hello, Darling . . . . . 39 . . . 15 . . . .
Dist.: Guild Films, Inc.
CURRENTLY SHOWING IN: None.

Jackson & Jill . . . . 26½ . . 13 . . . .
Dist.: Consolidated Television Sales
CURRENTLY SHOWING IN: None.

Hank McCune Show . . . . . . 30 . . . 13 . . . .
Dist.: Atlas Television Corp.
CURRENTLY SHOWING IN: None.

COMMENTARY

Hollywood Newsreel . . . 15 . . . . 9 . . . .
Dist.: Screen Gems, Inc.
DEROIT (3 stations)*
TOLEDO (1 station)
WSPD, 7-7:15, Fri.
July Videodex Rating 8.5
(Previous Month's Rating ....12.5)
Videodex Rating of
Prec. Show: Camel News Caravan 12.0
WASHINGTON (3 stations)
WTTG, 7:30-7:45, Wed.
July Videodex Rating 3.2
(Previous Month's Rating ....2.7)
Videodex Rating of
Prec. Show: Captain Video 4.7
Opposition Shows, 7:30-7:45:
WNBW—Those Two 5.2
WMAL—Name's the Same 7.7
WTOP—CBS News 6.5

Hollywood Reel . . . . 15 . . . 52 . . . .
Dist.: Paramount TV Productions, Inc.
CURRENTLY SHOWING IN: Cleveland, Toledo, Washington.**

SPORTS

All-American Game of the Week . . 30 . . . Weekly
Dist.: Consolidated TV Sales
LOS ANGELES (7 stations)*

Double Play With Durocher and Day . . . . 15 . . . 26 . . . .
Dist.: United Television Programs
ATLANTA (3 stations)*
SOSTON (2 stations)
WNAC, 6:30-6:45, Thurs.
July Videodex Rating 2.9
Previous Month's Rating ....1.6)
Videodex Rating of
Prec. Show: Baseball, News 2.9
Opposition Show, 6:30-6:45:
WBZ—Back Porch Experts 2.5
CINCINNATI (3 stations)
WLWT, 9:30-9:45, Sun.
July Videodex Rating 3.0
(Previous Month's Rating ....5.5)
Videodex Rating of
Prec. Show: Hall of Fame 5.5
Opposition Shows, 9:30-9:45:
WCPO—Starlight Theater 8.7
WKRC—What's My Line 14.5
COLUMBUS (3 stations)
WLWC, 9:30-9:45, Sun.
July Videodex Rating 1.6
(Previous Month's Rating ....5.3)
Videodex Rating of
Prec. Show: Hall of Fame 6.2
Opposition Shows, 9:30-9:45:
WTVN—Film Feature 1.9
WBNS—What's My Line 51.4
DALLAS-FORT WORTH (3 stations)
KRLD, 8-8:30, Fri.
July Videodex Rating 6.7
(Previous Month's Rating ....7.0)
Videodex Rating of
Prec. Show: City Hospital 13.1
Opposition Shows, 8-8:30:
WFAA—Big Story 10.5
WBAP—Big Story 12.0
DAYTON (2 stations)
WLWD, 9:30-9:45, Sun.
July Videodex Rating 6
Videodex Rating of
Prec. Show: Hall of Fame 6.3
Opposition Show, 9:30-9:45:
WHIO—What's My Line 22.0
DETROIT (3 stations)
WJBK, 11:15-11:30, Fri.
July Videodex Rating 2.2
(Previous Month's Rating ...... .5)
Videodex Rating of
Prec. Show: Telenews Ace 1.7
Opposition Shows, 11:45-11:30:
WWJ—Let's Take a Holiday .... —
WXYZ—Motion Picture Academy 5.5
LOS ANGELES (7 stations)
KNBH, 7:15-7:30, Tues.
July Videodex Rating 1.2
(Previous Month's Rating ....1.7)
Vodeodex Rating of
Prec. Show: It's a Good Idea 1.2
Opposition Shows, 7:15-7:30:
KNXT — Danger 10.6
KTLA—Roving Camera 3.9
KECA—Name's the Same 5.9
KHJ—Fun on the Street 6
KTTV—Tuesday Night Movies 6.5
KLAC—Film Playhouse 4.3
MILWAUKEE (1 station)
WTMJ, 10:30-10:45, Fri.
July Videodex Rating 14.5
(Previous Month's Rating ....10.5)
Videodex Rating of
Prec. Show: Doin' the Town 18.8
PITTSBURGH (1 station)
WDTV, 9-9:15, Sat.
July Videodex Rating 8.0
Videodax Rating af
Prec. Show: All-Star Revue 17.3
ST. LOUIS (1 station)
KSD, 10:15-10:30, Fri.
July Videodex Rating 20.5
(Previous Month's Rating ..19.5)
Videodex Rating of
Prec. Show: Dangerous Assignment 25.5
ALSO CURRENTLY SHOWING IN: Houston, Indianapolis, Johnstown, Kansas City, Minneapolis-St. Paul, Omaha, Phoenix, San Antonio, San Diego, San Francisco, Schenectady.**

Football Extras . . . . 5½-6 . . 10 . . . .
Dist.: United World Films, Inc.
TOLEDO (1 station)*
ALSO CURRENTLY SHOWING IN: Richmond, Tulsa.**

WARNING • WARNING • WARNING
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Thrillers Hold Audience Says Videodex Poll

NEW YORK, Sept. 6.—The adventure films generally held on to their audiences in July, the Videodex film rating chart this week shows.

"The Unexpected," "Foreign Intrigue" and "Dangerous Assignment" increased their ratings over what they had in June in several markets covered individually by Videodex. "Unexpected" was up in Baltimore, Buffalo, Cleveland, Columbus, O., Dayton, O. (where it was swamped by the Walcott-Charles fight in the beginning of June) and Los Angeles. In Cincinnati, its July rating was lower than June's, but the competing network shows, "Kraft TV Theater" and "Strike It Rich," were also down to the extent that "Unexpected's" share of the audience increased.

"Unexpected" declined slightly in Detroit too, but it still topped its competition there (including the tail end of "Original Amateur Hour"), even increasing its share of the audience in that slot.

"Intrigue" Gains

"Foreign Intrigue" continued to show gains in almost every market covered, tho it still faces pretty tough competition. In Washington, where it is covered for the first time, it was topped by "I've Got a Secret," but in New York the tables were turned and "Intrigue" topped "Secret" as well as its other competition. "Intrigue" was not covered in New York in June because it was pre-empted by the Walcott-Charles fight then.

"Dangerous Assignment" slipped a little in Detroit and New York as well as St. Louis and Toledo, but it held firm in other markets. In Atlanta it was considerably better in July and was beating "This Is Show Business" by an even wider margin.

"Double Play With Durocher and Day," in the sports category held quite firm in July, as did the "Roller Derby" and the two wrestling series. However, Paramount's "Hollywood Wrestling" kine went on after midnight in Detroit and, altho it didn't get any competition, it didn't get much of an audience either.

Series Name — Lenth in Minutes — No. Release Available — Videodex Ratings

Football This Week . . 12 . . . 13 . . . .
Dist.: Station Distributors, Inc.
ATLANTA (3 stations)*
BALTIMORE (3 stations)*
BOSTON (2 stations)*
BUFFALO (1 station)*
CHARLOTTE (1 station)*
CHICAGO (4 stations)*
CINCINNATI (3 stations)*
CLEVELAND (5 stations)*
COLUMBUS (3 stations)*
DALLAS (3 stations)*
DAYTON (2 stations)*
DETROIT (3 stations)*
MILWAUKEE (1 station)*
NEW YORK (6 stations)*
PHILADELPHIA (3 stations)*
PITTSBURGH (1 station)*
ST. LOUIS (1 station)*
WASHINGTON (4 stations)*
ALSO CURRENTLY SHOWING IN: Ames, Binghamton, Birmingham, Bloomington, Davenport, Nouston, Huntington, Johnstown, Kansas City, Lancaster, Lansing, Louisville, Memphis, Nashville, Norfolk, Oklahoma City, Omaha, Providence, Richmond, Rochester, Salt Lake City, Schenectady, Syracuse, Wilmington.**

Goin' Places With Gadabout Gaddis-Fishing . . . . 15 . . . 26 . . . .
Dist.: Beacon Television
CURRENTLY SHOWING IN: Providence, Syracuse.**

Golf Tips by Johnny Bulla . . . . 5 . . . 13 . . . .
Dist.: Sundicated Films
PITTSBURGH (1 station)*
ALSO CURRENTLY SHOWING IN: Johnstown.**

Grantland Rice's Sportlights . . 15 . . . 13 . . . .
Dist.: Atlas Television Corp.
CURRENTLY SHOWING IN: None.

• TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.

THEATRICAL

Title / Distributor	Type	Gauge	Format
ARMCHAIR ADVENTURE — *Sterling Television Co., 316 W. 57th St., New York*	Adventure	16mm.	Series
BARON OF ARIZONA — *Tele-Pictures, Inc., 1650 Broadway, New York*	Drama	16mm.	Feature
THE BICYCLE THIEF — *Motion Pictures for Television, 655 Madison Ave., New York*	Drama	16mm.	Feature
BREWSTER'S MILLIONS — *Peerless Television Products, 729 Seventh Ave., New York*	Comedy	16mm.	Feature
BURY ME DEAD — *Motion Pictures for Television, 655 Madison Ave., New York*	Mystery	16mm.	Feature
CAPTAIN CAUTION — *Unity Television, 1501 Broadway, New York*	Adventure	16mm.	Feature
ETERNALLY YOURS — *Motion Pictures for Television, 655 Madison Ave., New York*	Comedy	16mm.	Feature
GRAND ESCAPADE — *DuMont Network, Film Dept., 515 Madison Ave., New York*	Drama	16mm.	Feature
LET 'EM HAVE IT — *Commonwealth Films, 723 7th Ave., New York 19, N. Y.*	Mystery	16mm.	Feature
LITTLE GRAY NECK — *Official Films, 25 W. 45th St., New York*	Cartoon	16mm.	Feature
MASK OF DIIJON — *Motion Pictures for Television, 655 Madison Ave., New York*	Drama	16mm.	Feature
ONE MILLION B. C. — *Unity Television, 1501 Broadway, New York*	Adventure	16mm.	Feature
OUTLAWS OF SONORA — *Hollywood Television Service, Republic Studios, North Hollywood*	Western	16mm.	Feature
SEVEN DAYS TO NOON — *Snader Telescriptions Sales, 229 W. 42d St., New York*	Mystery	16mm.	Feature
SHADOW OF THE WEST — *Vitapix Corp., 5539 Sunset Blvd., Hollywood*	Western	16mm.	Feature
SLIGHTLY HONORABLE — *Motion Pictures for Television, 655 Madison Ave., New York*	Mystery	16mm.	Feature
STAGECOACH — *Masterpiece Productions, 45 W. 45th St., New York*	Western	16mm.	Feature
T-MEN — *Peerless Productions, Inc., 729 7th Ave., New York*	Drama	16mm.	Feature
TAWNY PIPIT — *Unity Television, 1501 Broadway, New York*	Drama	16mm.	Feature
THE TITAN — *Sterling TV Co., Inc., 318 W. 57th St., New York*	Drama	16mm.	Feature
TOPPER RETURNS — *Unity Television, 1501 Broadway, New York*	Comedy	16mm.	Feature
YOU WILL REMEMBER — *Unity Television, 1501 Broadway, New York*	Drama	16mm.	Feature

OTHER

Title / Distributor	Type	Gauge	Format
GOVERNMENT IS YOUR BUSINESS — *The Christopher's, 18 E. 48th St., New York*	Educational	16mm.	Feature
JAPAN LOGISTICAL COMMAND — *U. S. Department of the Army, nearest local office*	Documentary	16mm.	Feature
LAND OF OUR FATHERS — *American National Cattlemen's Assn., 515 Cooper Bldg., Denver, Colo.*	Documentary	16mm.	Feature
ONE BRICK HIGHER — *Film Studios of Chicago, 135 S. La Salle St., Chicago*	Educational-Musical	16mm.	Feature
A QUESTION IN TIME — *American Cancer Society, 937 Commerce Exchange Bldg., Oklahoma City, Okla.*	Educational	16mm.	Feature
TELEGRAMS FOR AMERICA — *Western Union Company, nearest district office*	Educational	16mm.	Feature
TOMORROW MEETS TODAY — *The Ford Motor Co., Rotunda, Dearnborn, Mich.*	Educational	16mm.	Feature
THE UNSUSPECTED — *Denver Tuberculosis Society, 728 15th St., Denver, Colo.*	Educational	16mm.	Feature

Series Name — Length in Minutes — No. Release Available — Videodex Ratings

Ringside With the Rasslers . . . . 56½ . . 52 . . . .
Dist.: Consolidated Television Sales
ATLANTA (3 stations)
WSS, 11-Midnight, Mon.
July Videodex Rating 5.0
Videodex Rating of
Prec. Show: Spelling Bee 7.3
Opposition Shows, 11-Midnight
WAGA—ON the air
WLTV—Off the air
PHILADELPNIA (3 stations)
WFIL, 10-11, Mon.
July Videodex Rating 16.6
(Previous Month's Rating ....12.0)
Vodeodex Rating of
Prec. Show: Morgan's Mystery Theater.. 4.3
Opposition Shows, 10-11:
WPTZ—Robert Montgomery, Who Said That 13.3
WCAU—Summer Theater 13.9
TOLEDO (1 station)
WSPD, 11:15-12:15, Tues.
July Videodex Rating 10.5
(Previous Month's Rating ....10.0)
Videodex Rating of
Prec. Show: Sohio Reporter 11.0
ALSO CURRENTLY SHOWING IN Brownsville, Denver, New Haven, Phoenix, Salt Lake City, San Francisco.**

Roller Derby . . . . . . 30 . . . 52 . . . .
Dist.: Station Distributors, Inc.
ATLANTA (3 stations)
WSB, 5:45-6:15, Tues.
July Videodex Rating 5.8
(Previous Month's Rating ....6.7)
Videodex Rating of
Prec. Show: Cartoons 11.5
Opposition Shows, 5:45-6:15, Tues:
WAGA—Captain Video 2.5
WLTV—Action Theater 6.5
BOSTON (2 stations)
WNAC, 11:30-Midnight, Thurs.
July Videodex Rating 2.5
Videodex Rating of
Prec. Show: Ellery Queen 5.5
Opposition Show, 11:30-Midnight:
WBZ—Night Owl Theater 10.2
CHARLOTTE (1 station)
WBTV, 10:30-11, Fri.
July Videodex Rating 10.0
(Previous Month's Rating ....9.5)
Videodex Rating of
Prec. Show: Perry Como 16.0
COLUMBUS (3 stations)
WBNS, 1-1:30, Sat.
July Videodex Rating 5.3
(Previous Month's Rating ....1.6)
Videodex Rating of
Prec. Show: Laurel & Nardy 10.2
Opposition Shows, 1-1:30:
WLWC—Magic Window 8
WTVN—The Golden West 1.9
DALLAS-FORT WORTH (3 stations)
KRLD, 5-5:30, Sun.
July Videodex Rating 3.6
(Previous Month's Rating ....5.4)
Videodex Rating of
Prec. Show: Featurette 5.8
Opposition Shows, 5-5:30:
WFAA—Roy Rogers 11.3
WBAP—Roy Rogers 21.6
DETROIT (3 stations)
WXYZ, 9:30-10, Sat.
July Videodex Rating 3.9
(Previous Month's Rating ....2.5)
Videodex Rating of
Prec. Show: Boxing 12.8
Opposition Shows, 9:30-10:
WWJ—Hit Parade 24.7
WJBK—CBS Feature Film 6.7
LOS ANGELES (7 stations)
KTLA, 10-11, Tues.
July Videodex Rating 9.1
Videodex Rating o.
Prec. Show: Ina Ray Hutton 18.6
Opposition Shows, 10-11:
KNXT—News, Film Short 1.1
KNBH—Amateur Hour, Industry on Parade 4.0
KECA—American Vates, Strength for Free World 2.2
KHJ—Arthur Murray Medal Ball 6.9
KLAC—Boxing, Owl Movie 2.6
PHILADELPHIA (3 stations)
WFIL, 10-10:30, Sat.
July Videodex Rating 7.1
(Previous Month's Rating ....7.9)
Videodex Rating of
Prec. Show: Hollywood Variaties 5.0
Opposition Shows, 10-10:30:
WPTZ—Dance Band Party 7.4
WCAU—Foreign Intrigue 13.4
WASHINGTON (4 stations)
WTOP, 5-6, Sun.
July Videodex Rating 5
(Previous Month's Rating ....1.1)
Videodex Rating of
Prec. Show: Harriman Speech 2.0
Opposition Shows, 5-6:
WBNW—Zoo Parade, TV Recital Hall... 4.0
WTTG — Baseball 30.6
WMAL—Super Circus 4.5
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Night Club-Vaude Reviews

Palace Theater, New York

(Friday, September 5)

Capacity, 1,650. Price range, 55 cents to $1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Deve Bines. Show played by Jo Lombardi's ork.

Booker Dan Friendly has done a generally good job in spreading out this week's budget. Patrice Helene and Jay Howard are in the next to closing slot and register solidly with the customers. When the pair stick to their very amusing ballroom satire routines, they are at their best. But on this stand, they are going afield for knock-about chit-chat and imitations. With the exception of the material for some "Guys and Dolls" horseplay, the chit-chat rarely gets off the ground and, from this pew, Howard could eliminate his burlesques of Frankie Laine, Billy Daniels and Johnnie Ray entirely. There used to be a song in this reporter's youth called "Everybody's Doin' It." The pair is clever, but should bear down more heavily on the comedy terping which is its real forte. Currently the act runs too long, anyway.

Contest Winners

Two spots on the bill are awarded to recent winners of Dennis James' American Broadcasting Company TV show, "Chance of a Lifetime." The Catron Brothers are not too impressive comics. The boys have considerable on the ball, but could do with plenty of advice on restraint and timing. You can snare just so many laughs with a pile-driver approach. Other winner, Harry Hall, is personable and projects an excellent baritone, showing it off to advantage with "I'm Yours" and "Ol' Man River." If the lad can act, he could be a good bet for legit musicals.

The opener spots the Del Mars in top - drawer hand - balancing routines. The wind-up of the man giving the gal a one-arm lift from the floor is a sock finish. The follow-up, Minda Lang, appears to have a canary secreted in her larynx. She draws solid hands for such matters as "Bewildered," "Vienna Woods" and a Hungarian dance closing. The lady raises whistling to an art.

The Manns

Good, also, are serious ballroom impressions from Nancy and Michael Mann. The team sells grace along with originality. On the latter score particularly, variations of the tango and polka pack novelty and eye-appeal. The pair could be natural for TV variety.

Ventro Roy Douglas with his duo of dummies (one two-headed, just to make it tough) provides a good novelty interlude. Douglas' patter is sufficiently amusing, and his trick of keeping up a three-way conversation or song is a sure crowd-pleaser. Kim Yen Soo contributes a competent wind-up seg with colorful, if somewhat mechanical, leger-de-main.

Pic is "My Man and I."

Bob Francis.

Mocambo, Hollywood

(Tuesday, September 2)

Capacity, 220. Price policy, $1.50 cover. Shows et 9:30 end 12. Owner-operator, Cherlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimeted budget previous show, $3,750. Estimeted budget this show, $4,000.

Yma Sumac is pleasing the old guard of supper clubbers here and also adding a new coterie of classical music lovers to boom grosses here. A natural, dark-haired beauty, the Peruvien thrush has surrounded herself with a well-paced revue. She has two musicians garbed in native Peruvian attire, one of whom doubles on a weird flute and bongo drum, while the other sticks to the drum. Her hubby, Moises Vivanco, is on Spanish guitar. Threesome's terrific pulsating beat projects just as strongly as her amazing vocal chords.

Miss Sumac's wardrobe and coiffure are carefully chosen to create the exotic effect. For pacing, Itu Suray, petite Latin dancer

(Continued on page 23)

Empire Room, Palmer House, Chicago

(Thursday, September 4)

Capacity, 500. Price policy, $1-$1.50 cover, with $2 minimum. Shows at 8:30 and 11. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriel Abbott. Estimated budget this show, $6,500. Estimated budget last show, $8,000.

For her final "Parade of Stars" show, Merriel Abbott is presenting the Los Chavales De Espana group in its second American appearance. From all indications opening night, the troupe of 11 men, augmented by the sensational routines of flamingo dancer, Trini Reyes, scored as heavily with Midwesterners as they did in their tremendous U. S. debut at the Waldorf-Astoria three months ago.

In this city of provincialism, compared to the more international cafe-going crowd in New York, the Spanish Revue, which marked a change in the policy of this room, proves that the language of music and dancing is the same thruout the world. For altho only a sprinkling of the audience could follow the Spanish, French and other foreign lyrics, the applause at the end of each of the eight presentations by the group and four by Miss Reyes was deafening.

Talent Range

The enormous range of talent distributed among the 11 men, composing the "Kids from Spain," was excellently show-cased by Miss Abbott. With each doing his specialty, doubling on instruments and singing and dancing, the overflow crowd remained in silence until each number was completed and then broke into prolonged applause.

For this engagement Sebastian Morera, bass, is doubling as front-er. The various instrumental set-ups, which shift with each number, the highly effective visual bits which are integrated into the numbers, plus excellent lighting effectives and brilliant wardrobes blend together to achieve the end result.

Miss Reyes Impressive

Miss Reyes, who performs four numbers in the middle of the show, is a much more impressive artist than her TV shots would lead one to believe. Her heel work, so important in the flamenco-type terp, is about the best ever seen here and she wasted little time going from one number to another. Her "Burlarias" gypsy number and "Paso Doble" Spanish dance, were most effective.

Miss Abbott has moved Eddie O'Neal, who fronts his own band, off the stand for the show, but he returns to play for the between-show dance sets.

Norman Weiser.

Chicago, Chicago

(Friday, September 5)

Capacity, 4,300. Price policy, 46 to 98 cents daily. House booker, Harry Devine. Show played by Louis Basil and the house band.

When all the hoopla attending the premiere of the "Somebody Loves Me" picture, including on-stage appearances by stars Betty Hutton, Blossom Seeley and Benny Fields Friday only, is removed, this show looms as one of the best packages assembled to tee-off a fall season.

Headlining the four-act bill is Billy Daniels who, in his first theater date in Chicago, proved he could sell just as well in a huge house as he does at the more intimate Chez Paree, his normal stamping grounds. Daniels undoubtedly has one of the best visual approaches of the singers around today. This, coupled with his now familiar gestures, by-play with accompanist Benny Payne and a flexible voice, literally brings down the house.

Opening with "Just One of Those Things," Daniels went into "She's Funny That Way," "Sunny Side of the Street," "Yiddishe Mama," giving a sock interpretation, and then stopped them cold with his classic, "Old Black Magic."

Holding down the third spot is

(Continued on page 23)

Roxy, New York

(Friday, September 5)

Capacity, 5,880. Price range, 80 cents - $2. Four shows daily. House booker, Sam Rauch. Producers, Gae Foster-Arthur Knorr. Show played by Roxy house band.

New show is apparently a vamp 'til ready thing (see separate story). It headlines Kyle MacDonnell; gives extra added to George DeWitt and gives plenty of attention to the ice show. Later is really something on this bill. Using a Hawaiian motif, house line works up front in grass skirts while skaters work behind palm tree-painted scrim in similar outfits.

Collin and Leeman, gal in gold bra and briefs, boy in gold, full tights, make quite a picture. Actually the team do an adagio on ice featuring one arm holds and spins for sensational results. Manuel Del Toro and Ann Nichols, another skate team, did excellently with leaps and trick bits to comedy singing by house glee club. Arnold Shoda did his usual big job with dervish spins for good hands.

In the dry board department Kyle MacDonnell got plenty of production help. Sporting a new hair-do and color, Miss MacDonnell went thru a series of songs plus some acting bits for only tepid reactions. Gal now uses a series of spasmodic arm and hand motions that are distracting. Her long production showing types of actresses trying out for various roles in musicals was apparently intended to be funny. It didn't turn out that way. For reasons performers should know, the pub-

(Continued on page 23)

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ROSITA ROYCE
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ELEVEN WEEKS WITH MIKE TODD IN "A NIGHT IN VENICE"

★

What the critics say:

NEWSWEEK—A bonanza of beauty for the eyes. Rosila Royce and her acquiescent pigeons . . .

N. Y. MIRROR—Rosita Royce, of World's Fair fame, drew oh's end ah's with her looks and covey of doves . . .

SELLMORE NEWS—High on our list of special favorites during the evening was Rosita Royce and the pigeons of San Marco. This number features trained pigeons in an ethereal ballet, inconceivable until you actually see it . . .

VARIETY—Show's chief draw is the spectacle angle—among these the dove fancier Rosila Royce, for a brief non-strip moment and the eye appeal is apparent . . .

N. Y. MORNING TELEGRAPH—Rosita Royce, be it known, is an ecdysiast who works with doves in an ingenious manner . . .

NASSAU REVIEW-STAR—Outstanding is the "Pigeons of San Marco." This number is a presentation for Rosita Royce, who does a very novel dance turn while lovely white pigeons fly to her arms and flutter their wings—a very graceful effect . . .

N. Y. WORLD TELEGRAM—The whole nature of the evening is so spectacular. In the second act Rosita Royce cavorts with her trained pigeons. It comes to such a climax one feels Mike Todd could only top it by blowing the audience into the sky . . .

N. Y. HERALD TRIBUNE—Rosila Royce, featured dancer of Mike Todd's "A Night in Venice"—a junoesque young woman in a very appealing number with trained doves. The audience liked it, too

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Copacabana, New York
(Thursday, September 4)

Capacity, 610. Price policy, $3.50-$5 minimum. Shows at 8:30, 12:30 and 2:15. Operators, Jules Podell - Jack Entratter. Booking, non-exclusive. Publicity, George Evans Associates. Estimated talent budget, $11,000.

This club hasn't had an opening like this since Jimmy Durante. The result was a general confusion.

Entratter, listening to complaints from disgruntled customers who didn't like their tables, shrugged them off with "Don't blame me." Podell walked around glowering, scaring 'em into keeping their mouths shut. At the same time, long lines formed way up the stairs, setting a scene that spelled a tremendous opening night's take.

But there was no confusion in the show. It ran like clockwork. Even the eight-girl chorus line (with some new faces) had new routines which it performed with surprisingly good results. Doug Coudy, producer, really did a job with the kids.

Joe E. Lewis

The big thing was, of course, Joe E. Lewis, who made the joint look like old home week. There's little point in describing Lewis' routine. He did some new ones, threw in a couple of his oldies in answer to requests, and bent them double with his quickies and throwaways. His modern Chaucerian parodies, satirizing the mores and the events of the day, was ideal cafe material. Naturally the recent vice disclosures came in for a curry-combing; as did piano player Austin Mack.

"You know Mack drinks," said Lewis. "I didn't know about it for 20 years, until one day be came to work sober!"

To say that Lewis was a smash would be the understatement of the year. Judging from the reception, he could have stayed on until the next show; considering how long he was on, he was practically in the next show.

Gloria De Haven

Gloria De Haven opened with a new Benny Davis song, "Nobody Richer than Me," a genuinely fine

(Continued on page 23)

Starlight Roof, Waldorf-Astoria Hotel,
(Tuesday, September 2)

Capacity, 500. Price policy, $2 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Estimated budget, $5,000.

For a $2 cover in a class spot like the Waldorf's roof, this show doesn't stack up. The fact that there's no hotel competition at the present time is all for the best, because on its merits the Vaughn Monroe package is hardly what the doctor ordered.

All hands, and that includes Kathryn Lee, Ziggy Talent, Bobby Winters plus the Moonmaids and Moonmen (12) and including Monroe himself, work well in their spots. The trouble is the lack of sufficiently strong high spots in the entire production. It's all on an even keel.

Monroe, in his customary stiff-faced manner, did his songs in the usual Monroe manner. His "Getting to Know You" number (with glee club passing out roses) was cute for a builder-upper. An up-beat, "If You Loved Me" was a good follower; however, the "Dance, Ballerina" number brought the attempt to build up the show to a halt. The "Ballerina" number was the intro for Kathryn Lee, and probably chosen for that reason (plus the fact that Monroe's RCA-Victor record of "Ballerina" was also a respectable item).

But outside of the music biz personalities in the room its significance seemed lost.

Kathryn Lee

Miss Lee, an accomplished ballerina, sporting a new color hairdo (now ash blonde) and a very attractive white and silver ballet outfit, opened with a long-hair terp that must have been lost to anybody not at ringside. It was skillful and graceful tho its commercial appeal was questionable.

Miss Lee did a lot better in her second spot (the Vincent Youmans' medley) where her commercial terps to Monroe's singing drew better hands.

Ziggy Talent, doubling from sax, came down for a comedy song, "Be Prepared With Vitamin

(Continued on page 26)

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Holiday Theater, New York
(Tuesday, August 26)

Capacity, 825. Price range, 76-cents-$1.80. Producer, Michael Ross. Staged and directed by Tony Carlyle. Four shows daily. Booked by Ken Later. Show played by Marrero's Latin seven-piece band.

The new show here, "Night in Havana," runs about 110 minutes which is much too long, tho the opening night crowd didn't seem to mind it. The show packs a lot of pace, with dancing and singing getting equally heavy play. "Night" has a thin theme running thru it: a couple on their honeymoon in Havana do the city's night clubs. The cast of 21 re-enacts the show in each night club the couple visit.

Like all Latin shows, this one goes in heavily for Latin songs and dance routines in the accepted Latin tradition, varying from the conga to the mombo, and ending in a spirited cock-fight. In between, there's a Brooklyn gal who seems lost in the proceedings, chiefly because nobody seems to know what to do with her. Benson and Mann, standard comics, work in between the hectic productions, getting heavy laughs with their material.

Outstanding act was the Gerardos, Gena and Gerri. The couple did three numbers, each with a flair and a grace that pulled big hands time and again.

Mad Race

Most of the time the show seemed in a mad race between the stage proceedings and the pit band. The show opened cold, no rehearsals or light cues—nothing but talkovers. The result was that every act with music had a tough time pulling the band along or slowing it down. After a couple of shows together, things should jell. The show caught, but was pretty rough.

The Carlyle productions, with costumes by Mme Bertha, were really fine. The kids moved with a verve, showing a lot of spirit and a flair for dancing. In fact, outside of the productions plus the Gerardos, there was little else in the show that meant much.

Luis Torres, singing emsee, did a creditable if a lengthy job; the Dolores Harper Trio staged an imaginative cock-fight; a mombo by Juanito and Mercedes was distinguished only by the gal's lack of costume. She was underdressed; he was overdressed. Rita Montoya sang okay, but had band trouble. Carrot-topped Nanci Darken, did a flashy terp with head spinning bits to an exciting drum number.

The pic was "Oriental Evil."

Bill Smith.

Charley Foy's Supper Club, Sherman Oaks, Calif.
(Tuesday, September 2)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, $2,250. Estimated budget last show, $2,500.

Operators would do well to copy Charley Foy's little production gimmicks that make a three-act show such as this as cohesive as it is. Foy, as usual, warms up the house with his songs and a little soft-shoe, ably abetted by foil Sammy Wolfe. A smooth segue into Stuffy Bryant resulted from the fact that Wolfe and Foy stayed on during the early part of Bryant's rhythm tap turn, vying with him for audience applause in a battle of soft-shoe vs. tap. Bryant, chunky tapster, showed some good straight rhythm hoofing and later brought out a small elevated drum on which he racked up consistent hands with his showmanship and ballet work.

Buster Shaver and Olive overcame the handicap of the small stage here, confining their ballroom work well and displaying their usual grace. Olive's songs project well in this intimate room. They closed their turn with Olive and Foy doing a soft-shoe finale to big mitting.

Jimmy Ames, making his umpteenth bow here, did 30 minutes of his ad lib tumult comedy that socked all the way. The giant comedian did only his standard musical saw bit and worked the customers consistently into his act. The ex-Chicago singing waiter should sing a couple of straight songs, for his voice is definitely

(Continued on page 23)

Starlight Fiesta Chase Hotel, St. Louis
(Wednesday, Sept. 3)

Capacity, 650; price policy, $1.50-$2.50. Shows at 9:15 and 11:45. Manager, Harold Koplar. Publicity, Jeanna Dunaway. Musical director, Bobby Swain. Booking, non-exclusive. Estimated budget this show, $3,750.

This is the final show of the summer season on the Chase roof. The Chase Club, on the main floor, opens September 19 with Mindy Carson and Johnny Long's ork, followed on October 3 by Frank Sinatra and Jack Fina's ork.

Current show seems short and sweet, but it is a powerhouse for entertainment value. Henry Jerome ork opens bill with a snappy "Parade of the Wooden Soldiers" showing plenty of sparkle. Band also does an excellent job, both on show music and dance sets. Mary Mayo, petite, blonde, and pretty, does "Dancing in the Dark," "Taking a Chance on Love," some more songs, finally winding up with "Molly Malone." Miss Mayo makes a striking appearance and shows a terrific amount of control and a fine sense of phrasing in her song handling. Her higher register notes were particularly good. With proper handling gal could really make it. She had to beg off.

Comic Dick Buckley does his now-standard routine, using three men and a girl picked from ringsiders for near-hilarious results. Act was a solid hit here.

In the adjoining Zodiac Lounge, team of Hannon and Ryan carry on with a blending of comedy and harmony vocalizing. A top-notch act, suitable for any cocktail lounge. Also in the Zodiac are the Novel-Aires, dance combo, going into their seventh year here. Featured on vocals with the crew is shapely Joan Davis.

Abie L. Morris.

Sky-Way Lounge, Cleveland
(Monday, August 25)

Capacity, 400. Price policy: $1.50 Monday thru Thursday, $2. Friday thru Sunday. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Entertainment director, Allen Hilow. Press, Fred Strauss. Estimated budget this show, $3,500. Estimated budget last show, $4,100.

Situated alongside the airport just outside Cleveland, the Sky-Way Lounge makes one of the best settings for luxurious dining plus entertainment, ranking as one of the top spots in the area.

Gene La Marca, 19-year-old accordionist, started the hour show with "Sorrento" and finished with "Lady of Spain." Local lad works well and with more experience might make it.

The Ames Brothers, in their first date here, displayed their masterly singing style and comedy bits and were a bit from their first minute.

Starting off with a take off on "That Lonesome Road" they followed thru with "I Wanta Love You," and "Clancy Lowered the Boom." For pace changers, they went into Frankie Laine, Johnnie Ray, Ezio Pinza bits. They came back with solos and duets finally ending with "Rag Mop." George Duffy's ork backed up show.

Marg Rickards.

Caught Again

LATIN QUARTER, NEW YORK: The combo of Martha Raye, plus the natural draw the spot has acquired, is keeping the room jammed to the doors. On the night the show was caught (Tuesday, September 2), there wasn't an empty seat visible.

Martha Raye is the same irrepressible hoyden. Her singing, with comedy bits in between (and during) her numbers, convulsed the crowd time and again. Many of her mugging bits show a strange resemblance to the things used by Jerry Lewis, except that Miss Raye used them when Lewis was still a record act single.

Backing her were the Ben Yost male five. The boys were used in their own spots tho their highest achievement, from an audience viewpoint, was the old glee club routine in which Miss Raye, wearing a broken down Guardsman outfit, joined in and killed them. The gal was on for about 45 minutes, but the crowd yocked it up so much she couldn't get off.

Darvas and Julia, back after the gal's broken rib has mended, were as big as ever. Their studied choregraphical poses, lifts and breakaway tosses ending in unbelievable splits were as sensational as ever.

Sid Krofft, also new on the show, did a very amusing and highly intricate puppet act. The costumes alone must have cost a lot of dough. His first is four Carmen Mirandas in a precision terp; his second was a hilarious strip number with a "gal" shedding about as much as the average Minsky stripper, ending it with a series of bumps.

The finale was two king-sized Negro puppets well staged in a slow precise build-up that ended in a hot j-dance. Krofft, who works alone on a platform in a blackout house, walked off to a tremendous hand.

New production singer (who doubles into the Ben Yost group) is a handsome lad with a good pair of bary pipes.

The rest of the show remained basically the same, tho some of the productions seemed to be stretched.

Bill Smith.

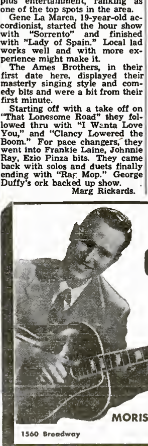
CAIRO SUPPER CLUB, Chicago. Operator Bill Anastas seems to have finally hit a winning formula for his North Side bistro in the three Ronalds Brothers, comparatively new to Chicago but vets in show biz.

Boys play instruments, dance and sing and lean to the visual features in their presentation. Altho their facial and physical gyrations are greatly accentuated, they can sell any type of music, from classics to jazz, with their frantic movements, commendable musicianship and better-than-average voices.

Joe Ronalds, who plays the drums in a standing, jumping and swan-dive position, handles the bulk of the vocal chores, ranging from such tunes as "Martha," done straight, to the newest upbeat tunes. Johnny, on piano, and Jimmy, youngest of the trio, on accordion, also sing, with the latter handling some good terp turns while playing an electronic instrument.

Trio has proved so strong at the Cairo box office that it is now also working a series of TV shows here.

Norm Weiser.



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"SOMEBODY" CALLS ON CHI

CHICAGO, Sept. 6. — Not often selected as the site of a major Hollywood promotion, the Windy City this week was the center of one of the biggest pushes in years in connection with the world premiere of the new Betty Hutton starer, "Somebody Loves Me"—the life story of Blossom Seeley.

In town early in the week, Benny Fields appeared on 20 local TV and radio shows, promoting the pic. On Thursday (4) Miss Hutton planed in from the coast, and Friday morning a parade thru the Loop, with Fields, Miss Seeley, Miss Hutton, Rosemary Clooney and a group of soldiers wound up at the State Street entrance of the Chicago Theater, where the picture was being shown for the first time.

A half-hour TV show, featuring the stars, was telecast over WBKB, after which all moved into the theater where they were scheduled to make personal appearances following each of the five vaude shows that day.

Biz results Friday were tremendous, according to Chicago execs, who still had the ropes up as the third show ended.

M&L Sock 86G At L.A. Para

HOLLYWOOD, Sept. 6. — Dean Martin and Jerry Lewis added another house record to their list when they racked up $86,453 for their week's stint at the Paramount Theater, Los Angeles, closing Wednesday (3). The 3,200-seat theater was scaled from $1.20 to $1.75 (inc. tax). Mark was an all-time high for the city as well. The twosome, in on a 70 per cent privilege, walked out with $60,517. The deal called for them to pay Kitty Kallen, Barr and Estes, the Mayo Brothers and Dick Stabile's 23-piece stage ork.

Pic was "Rose of the Cimarron." Duo played 35 shows during the week.

Boston Clubs Ready for Fall

BOSTON, Sept. 6.—Prospects for the Hub nitery season appear tc be brighter than foreseen last week. Some rooms are teeing off with new line-ups, and the reopening of the Latin Quarter, shuttered since last December, is a possibility, tho a dim one.

Blinstrub's Village, planning a policy of occasional name acts, has already bowed in with a medium budget offering. Storyville got into action with Billie Holliday and "Slam" Stewart on Thursday (4) while Steuben's has slated an ice show Friday (12) starring local skater Jo Barnum. The Showbar, Mayfair-Sugar Hill, Darbury Room, Bradford Circus Room, Saxony, Music Box and Satire Room continue with their usual format, some with higher-priced entertainment, others with no shows.

The Sheraton Plaza has slated the Paul Clement Trio and Myrus to lead off the season. A new spot, "The Roaring Twenties," unveils on Monday (8) with Pat Rooney III, Jack Goldie and Don Humbert's ork. At the Meadows, near Framingham, Mass., Vaughn Monroe starts on October 1, to be followed by Jackie Marshard and a 15-piece band.

50G Fire Guts Club

MILFORD, Conn., Sept. 6.—Fire officials are looking into the origin of a $50,000 fire, which gutted the interior of Donat's Town-Ho Inn, one of Connecticut's best known night clubs, this week.

Frank and Karen Donat, owners and operators, stated that the entire loss is covered by insurance, and that they expect to reopen for business as soon as repairs can be made.

May Extend Deadline for AGVA Pacts

Union Will Deal With Individuals, Not Associations

NEW YORK, Sept. 6. — The deadline of September 10 for the agents to apply for their franchises from the American Guild of Variety Artists, may be extended a week or two, "if the agents apply for a franchise subject to a change in rules to be agreed upon," said AGVA topper Jack Irving.

A series of meetings between Artists Representatives Association and AGVA officials last week, have so far resulted in a stalemate. ARA people agreed that they might go along with the filing of contracts but subject to certain restrictions.

Irving insisted he would not deal with agents' associations, and that the present talks were with agents as individuals not as association reps.

"I don't intend to make it tough for agents," said Irving. "I will not saddle any agent with rules I couldn't live with if I became an agent. But if the agents show a desire to sign with us, I'll go back to the board and get an extension.

"If the board turns me down and insists on some of its rules I'll tell them to get somebody else. I won't be the administrator of any organization that is unfair."

In the meantime, however, AGVA has refused to sanction new contracts or extensions of old contracts sent to it and entered into between actors and agents who are ARA members.

Additional meetings are scheduled for the coming week.

Seeley & Fields Back Together

NEW YORK, Sept. 6.—Blossom Seeley and Benny Fields will open at the Ambassador Hotel, Los Angeles, November 11 for a three-weeker, making it the first time in years that the husband-wife combo will work professionally again. Miss Seeley has been in retirement for the past number of years. Fields has been working cafe dates as a single.

Chief reason for the new act is the Paramount pic, "Somebody Loves Me," based on Miss Seeley's life. Flick opened yesterday (5) at the Chicago Theater with Seeley and Fields in for a guest shot as part of the picture promotion.

Deal for the Ambassador, set by Cabot & Michelin, Schine hotel chain bookers, is to coincide with "Somebody Loves Me" opening in Los Angeles. If the picture doesn't open about that date in the area, date for the team to open at the hotel will be set for sometime in December.

Seeley and Fields deal will call for $3,500 plus a percentage, it is understood.

A. C. Bistro Show Cited As "Lewd"

ATLANTIC CITY, Sept. 6. — Charges of running a "lewd" show were leveled at John Hyett, operating the Jockey Club, by the State Alcoholic Beverage Control Board. Hyatt was ordered to appear September 10 before the State Board to show cause why his license should not be suspended or revoked for conducting an indecent show in his room.

The official charges were that Hyett permitted female entertainers to perform in a "lewd, indecent and immoral manner, and a male entertainer made remarks having lewd, lascivious, indecent, filthy, disgusting and suggestive import and meaning." Hyett is further charged with having "permitted and suffered a male entertainer to use foul, filthy and obscene language upon his premises."

MARTIN-LEWIS NAMED IN SUIT

HOLLYWOOD, Sept. 6. — Martin and Lewis were named defendants in a suit brought this week by the Casablanca Hotel, Miami Beach, Fla., in Superior Court here, asking payment of an $6,066.14 open account bill which they allegedly ran up in 1948.

The complaint named five other defendants, who were not identified, and a corporation, identified only as "Doe and Roe."

ADLER DEATH ERASES CASE AGAINST AGVA

N. Y. Insurance Dept. Officials Admit Defeat

NEW YORK, Sept. 6. — The long awaited legal action started by the New York State Insurance Department against the developers of the American Guild of Variety Artists accident insurance policy, began Wednesday (3) and collapsed just as quickly when the chief defendant died after a long illness.

Wednesday, a number of AGVA officials were served with subpoenas ordering them to appear at the offices of the Insurance Department with certain documents and be ready to answer questions, starting September 16.

The same day, Matthew M. Adler died in his San Francisco home. Adler had been reported ill for the last five months and had recently been released from a hospital.

Case Collapses

State Insurance officials admitted that their entire case had virtually collapsed with Adler's death. As a licensee of the New York department, he was the only one against whom action could be taken.

Officials say that other action is pending against the North American Company which wrote the policy, but could not say when it would proceed any further.

Under the Adler plan, AGVA collected $1 per act per job insurance. When an investigation of his charges was started, Adler agreed to cut his fee. In the meantime, however, AGVA has been receiving bids from other companies and has been offered similar insurance coverage for as little as 35 cents.

Chain to Manage Montreal Theater

MONTREAL, Sept. 6. — Ben Garson, president of Universal Theaters, and Samuel Fingold, president of the Theater Amusement Company of Toronto, completed arrangements whereby the Seville Theater, Montreal, was put in the hands of the latter company on September 4 for operation and management.

The Theater Amusement Company chain operates 36 theaters in Ontario. The Seville is their first theater outside of Ontario. Management of the Seville will continue from Montreal, with Archie J. Laurie in charge.

New Bowery Cafe Open in Detroit

DETROIT, Sept. 6. — The new Bowery Cafe, taken over by John Pcichuk, operator of a bowling alley a few doors from the formerly famed Frank Barbaro establishment, has opened informally, but will use floor shows for about a month.

Policy has not been set, but is to include music and show, according to Chuck Omila, manager, tho probably not on the same scale used prior to its closing early last year.

NEW OPS FIRE FULL ROXY STAFF

David Katz, Managing Director, Is Sole Survivor With Skouras Regime

NEW YORK, Sept. 6. — The entire Roxy staff will leave their jobs September 25 when the new outfit, headed by Charles Skouras, takes over. Latter will take actual possession of the theater September 27.

There was some belief that when the staff, including booker Sam Rauch and producers Gae Foster and Arthur Knorr, received their notices of two weeks, it would be a formality to give the new management a free rein when it came in.

David Katz, managing director, who will continue in the post under the new set-up, however, received orders to put the notice into effect.

Katz will continue the current policy for the time being but he'll be busier than a one-armed paper hanger. He'll book all future shows, tho nothing is set; he'll buy the pictures and he'll produce. At present Katz is looking for producers, choregraphers and bookers tho no early choice is anticipated.

The Roxy picture policy will be changed so it will go after products of all studios. For the foreseeable future house will not have a 20th Fox product.

Merriel Abbott Revue to Empire

CHICAGO, Sept. 6.—Merriel Abbott, after completing a highly successful series of "Parade of Stars" shows starting in January this year, will discontinue acts to bring in an original musical revue, "Hold Everything," starting October 9. At the same time the producer will switch bands, with Eddie O'Neal moving out after a three-year stand and Nat Brandwynne succeeding. Former is scheduled to return to the Empire Room some time next spring.

While the revue is expected to run for several months, Miss Abbott already has signed some acts for shows following the production. Included are Mindy Carson, Les Compagnons De La Chanson, Kyle McDonald, Mary Mead and Sharkey Bonano.

Music Hall Ups Musicians' Rate

NEW YORK, Sept. 6. — The Radio City Music Hall upped its musicians' scale by $7.50 per man, making it $137.25 each for a six-day week. According to Local 802, American Federation of Musicians, this new scale will be in effect for all presentation houses in New York.

At one time there was almost a strike as a result of the impasse at the Music Hall. Management wanted to reduce its staff by one; the union demanded an $8 raise per man. Final agreement reduced this to $7.50 per man, and no cutting of the staff. The Music Hall has 51 men in the pit.

Curley Quits Chez

CHICAGO, Sept. 6.—Dave Halper, Chez Paree op, this week reported that Bob Curley, vet flack and ad director for the location, had resigned. In addition, the club's two headwaiters, both with many years' experience in the Chez, also retired.

Succeeding Curley, who will vacation before returning to the field, will be Aaron Cushman, well-known theatrical public relations counsel. Betty Jones continues as assistant publicity director for the room.

Det. Agency Closing

DETROIT, Sept. 6. — The A. B. C. Theatrical Booking Agency, operated here for the past 15 years by the late Ted Rothstein, is being closed following his death last month. Affairs are being handled by Gilbert Roth, a nephew-in-law.

Bolger to Open $5-Mil Hotel In Las Vegas

LAS VEGAS, Nev., Sept. 6.—Ray Bolger will formally inaugurate the Congo Room of the $5,000,000 Sahara Hotel the first week in October, unless an unforeseen hitch in construction delays the unveiling. With Bolger will be Cee Davidson's 11-piece ork which will leave the Chez Paree, Chicago, to assume the role of house band at the Sahara.

Altho other acts are not set at this time, the Moro-Landis dancers, last seen at Hotel Flamingo, will be installed as the house line. The group will consist of eight dancers and four showgirls.

In addition to the main attractions in the Congo Room, entertainment will also be used in the Casbar cocktail lounge located adjacent to the casino. Danny Kuanna and his Hawaiian group will alternate with a pop combo yet to be chosen.

The hotel, numbering 240 rooms, covers 20 acres and will have the largest hotel swimming pool in Las Vegas. The main dining room, built in theater restaurant style, will seat over 500 people.

Longest Bar

The longest bar in this area will be the 90-foot plank in the cocktail lounge which also has another innovation in that it dips to regular lounge chair level in front of the stage, providing an unobstructed view of the entertainers from all portions of the lounge. A feature of all resort hotels in this area will also be found at the Sahara in their post-midnight Chuck Wagon buffet called the Cornucopia.

Surrounding the pool will be an area known as the Garden of Allah, while the terrace dining room is dubbed the Oasis. The lobby and surrounding areas will all be furnished in a jungle motif complete with palms and vines, all in keeping with the atmosphere of the hotel.

Milton Prellis, general manager, was associated with Club Bingo on whose site the Sahara now stands. The booking will be on an independent basis.

Extra Added

New York

Carman Miranda is booked for a split week at the Sheraton-Biltmore, Providence, starting September 24. . . . The Ranch House, new spot outside of Providence, is looking for record names. . . . **Fran Warren** is getting a new act together with choregraphy.

Chicago

Paul Gilbert, nitery comic, booked solidly thru February, 1953, with stops in Omaha; Portland, Ore.; Reno, Las Vegas, and Los Angeles in that period. . . . **Gena Farguson,** dancer, now serving with the Army in Korea. . . . **Bill Falbo,** who has been pacted by William Morris, set with Billy Daniels for Montreal this month.

Miami

Carrie Finnell is reported to be taking over the operation of the Flame Club, a night spot which has been running as a jazz and strip house. . . . **Arthur Blake** is booked for two weeks at the Sans Souci in October. . . . The night club press agent firm of **Hal Pearl** and **Hal Herman** dissolved, with each operating independently.

Royalty Dispute Flares Anew Between Cleffers & Pubbers

Writers Irked, Will Meet to Act Against Non-Signatory Firms

NEW YORK, Sept. 6. — The long-standing dispute between songwriters and publishers over a method of accounting for royalties on song books and folios, which seemed headed for a harmonious resolution last spring, erupted into open discord again this week when it became known that a substantial segment of the publishing fraternity had failed to implement the compromise agreement reached in June by the Songwriters' Protective Association and the Music Publishers' Protective Association.

The agreement laid down a procedure for determining royalties due writers on certain uses of copyrights not covered in SPA contracts prior to 1947. It also provided for an audit of the books of publishers to compute any royalties due the cleffers for such uses.

Contract forms, spelling out the compromise reached by committees of both SPA and MPPA, were mailed to members of the writer and publisher organizations with a return deadline date of September 1.

Of the 400 publishers to whom contracts were forwarded, only 152 returned signed copies to SPA. Among the recalcitrant ones are a group of top firms, including Bourne, The Big Three, Leeds, Mills, Chappell, Santly-Joy, Laurel and George Simon. Prominent among those which signed are Marks Music, Mickey Goldsen, Criterion, Southern, Famous-Paramount, Shapiro - Bernstein, Spitzer and Tannen.

Most Cleffers Sign

Contracts were also mailed to all SPA members, and the writer return was 900 signed copies, or about 90 per cent of the active (professional) SPA roster.

SPA brass, irked at the failure of a majority of the publishers to ink the pacts, are skedded to meet within the next two weeks to consider what action, if any, to take. The meeting of the SPA execs will take place immediately upon the return from Europe of John Schulman, SPA attorney, who has been participating in conclave seeking to set up an international copyright convention.

Meanwhile, it is known that the cleffers, incensed at what they consider a minor betrayal of trust on the part of at least some of the non-signatories, are mulling strong action. Retaliation could take the form of withdrawing copyrights from publishers who refuse audit demands.

The writers are particularly concerned over the failure of Bregman, Vocco and Conn, to ink the pact in its agreed-upon form. Jack Bregman, they recall, was a member of the MPPA committee which negotiated the compromise with SPA. BVC did forward a signed copy to SPA, but the printed contract contained a number of handwritten revisions. On the grounds that no changes could be permitted in a formula adopted after long negotiation, the writers' org returned the document to the publisher.

Objections of non - signatories revolve around several conditions in the agreement which they feel should be altered. One of these is the claim that the pact should apply only to writers who were actually members of SPA at the time their writer-publisher contracts were signed. Altho the audit compromise affects only signatories of standard SPA contracts, apparently some such contracts were entered into with writers who at a later date joined the cleffer org.

Other Objections

Another objection raised by some publishers is that unpaid writer royalties for the special uses (folios, etc.) for the period covered by the 1932 SPA contract should be at the rate of 33⅓ per cent of what the publisher realized, instead of the 50 per cent rate stipulated in the compromise agreement.

Still another revolves around alternate payment methods permitted in the SPA-MPPA proposals. The latter give the publisher the right to pay writers according to either of two methods: a straight $50 per use, or 50 per cent of the monies earned plus a 25 per cent collection fee. However, once a publisher selects an alternative, he is bound to apply the identical formula to all his

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Mercury Sets Longhair 45's

NEW YORK, Sept. 6.—Tho the entire Mercury classical catalog is currently available only on LP, the diskery is prepping the release of one of its current longhair clicks as a 45 r.p.m. album. Reaction to the release of "Scheherazade," recorded by Antal Dorati and the Minneapolis Symphony ork, as a doughnut album, will be watched closely by the company. If it sells well, other popular items in the classical catalog may also be duplicated on 45.

Mercury is also readying a complete cycle of the seven Sibelius symphonies, as interpreted by the Stockholm Radio ork under Sixten Ehrling. Among the artists recently pacted by the longhair branch of the diskery is the concert harpist Carlos Salzedo.

PLENTY CAUSE FOR HIS PANIC

NEW YORK, Sept. 6.—Joe E. Lewis, current at the Copa, told of the songwriter who awoke out of a nightmare bathed in cold perspiration.

"I dreamed Tschaikovsky was alive and had a good lawyer," said the frightened cleffer.

Col. Drops Price on 4-Disk, 45 Albums

Move Is Seen as Competitive Reply to RCA Victor's 'Extended Play' Sets

NEW YORK, Sept. 6.—Columbia Records this week reduced the price of 4-pocket 45 r.p.m. albums in the pop, folk and international categories to a suggested list of $2.94. The new price, which includes album cost and excise tax, compares to the earlier $3.75.

The move by Columbia was viewed as a competitive reply to the announcement recently by RCA Victor of 'extended-play' 45's, which double up the amount of music on each side of a doughnut platter and are due to be offered at $2.80, plus tax, per 2-disk album. In a companion move, Columbia also guaranteed that no changes for the remainder of this year would be made in the prices of LP's purchased beginning September 2.

Columbia's action comes at a time when dealer concern with the possibility of price reductions on LP by one or more diskeries is reported to have reached a new high. Some reports indicate that the fear of possible depreciation of the value of shelf stock, should prices actually be slashed, has slowed down the rate of dealer orders. Most companies have come thru with discount incentives recently to perk up fall buying.

The new price policy on 45's was apparently arrived at reluctantly by Columbia brass. In a pointed reference to RCA Victor's stand on extended-play disks, a Columbia exec stated:

"The reduction of 45 r.p.m. album prices at this season of the year was ill-timed." He claimed that almost half of total record business is done in the last four months of the year and declared dealers were entitled to reap the benefits of the highter prices during their busiest months.

Under the new price structure, Columbia will rebate to distribu-

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Buy 3 From Canada BMI

TORONTO, Sept. 6.—Carrying on their activities in selling Canadian music across the line, BMI of Canada has sold the American rights to three more tunes.

"Exhibition Special," a square-dance number written by John Adaskin for the Canadian National Exhibition grandstand show, has been picked up by Lohnat Music of New York. Lohnat has also picked up "A Crushed Red Nose (and a Faded Blue Ribbon)," a hillbilly ballad.

Quality Records, "God Bless You and Keep You Tonight," recorded by Doc Williams and the Border Risers, has been picked up by Wheeling Music Company, Wheeling, W. Va. The tune is already at the top of the list of Folk and country music in this Country.

MDS Charge Plan Stirs Hornet's Nest

NEW YORK, Sept. 6.—Publisher agitation mounted violently this week to the proposal by Music Dealers Service that a service charge of one penny per copy be levied on tunes selling less than 65 per cent of the rack order. A cross-section of established publishers, queried on the matter, indicated that opposition was virtually unanimous.

One of the top-ranking publisher members of the American Society of Composers, Authors and Publishers stated that he would give no tunes to the rack if his firm were assessed a service charge. "It's bad enough to get copies back . . . But to be assessed for them! That's adding insult to injury."

Another publisher noted that returns on one of his hits had been only about 3 per cent of the total shipment. "Do we get a bonus?" He suggested that if publishers were assessed because of bad business they should receive a bonus if tunes did well.

Another touched on the same thought by declaring that if the rack business had declined, then MDS "Should suffer along and bear it." He added, "If MDS wants the publishers as partners, and if we are to share the losses, then let us also share the profits."

Another very active publisher stated:

"If the publishers hold their ground, MDS cannot enforce the levy"

Another stated: "We are subsidizing the diskeries. Why subsidize the jobbers?"

One top pubber, learning that the MDS rule had become effective as of September 2, stated he would "talk with them Monday." His inflection left no doubt as to the purpose of the talk.

Another long-established publisher stated that if necessary his firm will re-institute the practice of selling direct to outlets serviced by MDS. Or, he stated, his firm, together with other publishers, would pool funds in order to set up a rack of their own.

Another large publisher opined that if costs had doubled for MDS in the last 10 years, (as MDS pointed out in explaining reasons for the move to the publisher) then costs for publishers had more than quadrupled.

A number of publishers revived the long-standing contention that the rack hurt so-called legitimate dealers.

A bitter antagonist to the MDS plan was one publisher who stated that publishers had put the MDS rack in business, that they sold MDS copies on a 100 per cent return basis, and that MDS gets their music at a cheaper rate and has small expense of shipping.

S-B Launches Plan Of Music for Video

TV Song Book Is 1st Attempt of Top ASCAP Firm to Promote TV Medium

NEW YORK, Sept. 6.—Shapiro-Bernstein & Company which has been carefully watching the commercial development of television, has now started to merchandise music specifically for the television medium.

The initial move is being made with the publication of The Shapiro-Bernstein TV Song Production Book, which will be off the presses very shortly. This book represents the first attempt by a top publisher member of the American Society of Composers, Authors and Publishers to recognize that the presentation and production of music over television necessitates specialized song promotion by the publisher.

Some six months ago, Broadcast Music, Inc., published Television Sketchbook. This was a venture participated in originally by 13 BMI publishers. BMI now publishes monthly supplements. A total of some 40-odd publishers are represented with approximately 130 tunes.

75 Top Tunes

No single publisher, however, has taken the TV plunge so extensively as Shapiro Bernstein. The latter's book will contain words and music of 75 of the top tunes in the publisher's catalog, together with scripts or suggestions for their presentation and production.

The list of tunes include such all-time great standards as "On the Sunny Side of the Street," "Exactly Like You," "The Prisoner's Song," "Beer Barrel Polka," "By the Beautiful Sea," "A Dreamer's Holiday," "Where Do You Work-a John," "If You Knew Susie," etc.

The tome has been in preparation for six months. It has been edited by Elliott Shapiro, with

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Cornell Signs Contract With Coral, Universal

Twin Pact Comes As Expected Move Between 2 Firms

NEW YORK, Sept. 6. — Don Cornell, who has just inked a new five-year contract with Coral records, has also been given a deal with Universal Pictures. The twin pact, together with another negotiated by chanter Robert Monet and both Decca (Coral's parent company) and the picture company, comes as an expected move by the two corporations. The purpose of this move is to exploit jointly certain of its talent, following Decca's heavy investment in the picture firm, and the naming of Milton R. Rackmill, diskery prexy, as head of Universal.

Cornell's deal with Universal

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Petrillo Acts To Bar Canned DJ Interviews

NEW YORK, Sept. 6.—Booking offices were notified this week by James C. Petrillo, American Federation of Musicians chief, that all AFM members, and especially leaders, are prohibited from recording their voice on personal appearance transcriptions. The AFM chief stated that the practice is "contributing heavily to the development of the mechanical program. The disk jockey is the only one who benefits because no live music is ever employed and the leader is never paid for his services.

Petrillo's action was taken in accordance with a resolution adopted by the AFM's 55th annual convention in Santa Barbara last June. The resolution, stated Petrillo, is aimed primarily at disk jockeys who, thru recordings of voices of leaders, create the illusion that these musicians are present in the radio studio.

Tradesters regarded the AFM edict, too, as motivated by the fact that an increasing number of radio programs are being packaged using tapes and transcriptions. Difficulty agencies have in getting sizeable money for live talent is held to be one of the chief incentives in the upsurge of canned shows.

Don to Single; WCBS Books Lawrence Ork

NEW YORK, Sept. 6.—Don Cornell, who was set to tour later this month with the Elliot Lawrence ork, will probably take to the road as a single, following the signing of the band leader to a 13-week pact. The tour, being set by Associated Bookers, will open in Canada. It is expected that local bands will back the chanter in each town.

Lawrence will be pianist in a 4-man combo signed for the Jack Sterling show on WCBS here. The morning seg, aired five days a week, bows in September 22. Week-ends, Lawrence will front a full band on ballroom dates.

Cap Push for International

HOLLYWOOD, Sept. 6.—Capitol Records, which has been conducting a concerted push in the rustic wax field, is turning its attention to its international series. Sandor Porges, director of the nationality seg for Cap, is putting out a regular monthly release as part of the Wallichs waxery's fall program.

Capitol has inked two new artists, Joe Resetar, d.j. at WGPA, Bethlehem, Pa., and Walter Gorecki, manager of their Scranton pressing plant's employee cafeteria. Gorecki topped a "Ted Mack Amateur Hour" competition recently.

Alan Livingston, Cap's a.&r. chief, said that Porges, now in Europe, will return shortly and several other international series biggies will be added.

ASCAP Radio Cash On Par With 1951

More Stations, Added Local Advertising Are Factors in Strong Income Year

NEW YORK, Sept. 6.—Radio income of the American Society of Composers, Authors and Publishers is holding up surprisingly well. Indications at this point are that the Society's income from all sources will wind up the year about 25 to 30 per cent ahead of the total income racked up in 1951. Gross income in 1951 totaled approximately $14,250,000.

For the first six months of 1952, radio income has totaled approximately $4,385,000. This compares with about $4,382,000 for the first half of 1951.

Interesting aspect to these figures is the manner in which radio has been holding its own despite dire predictions that television would knock it for a loop. The continued strong radio income is traceable to several factors:

More Stations

1. The increase in the number of stations. As The Billboard pointed out (August 9, 1952), a new boom on bidding for AM stations is quietly underway. There are now 2,360 AM outlets and 580 FM outlets, and broadcasters are clamoring for more stations—all this despite the fact that TV is blossoming. The Billboard (September 6) also pointed out that FM has been more than holding its own also.

2. Altho radio rates have generally decreased, local advertising in many areas has increased. ASCAP execs feel that much national advertising which formerly went to networks has been diverted to spot campaigns.

A large segment of the music industry believed that with the growth of television, the Society's radio income would precipitously fall. Some still believe the drop will be very heavy, but will be balanced by an increase in television income. However, increasing credence is being given to the viewpoint that even tho radio income will eventually decline, it will not decline to the low point some tradesters expected. In support of this view, it is pointed out that older advertising media are rarely completely displaced by newer media. The point is illustrated by the newspaper-radio fight.

Both Do Well

Newspapers were hostile to radio, figuring their ad income would be hurt by the then new medium. But when the feud grew quieter, it was ascertained that both media were doing well.

A healthy continuation of radio alongside of TV would mean the best of all possible conditions for the Society. TV income at present is not yet stabilized, pending settlement by the courts of a per program license fee. But once the per program license is settled, the TV industry is expected to provide an increasingly large share of the ASCAP revenue.

Factors pointing to a record income year for the Society in 1952 include not only the optimistic radio picture, but also the following:

1. Increased television income, with the possibility of a very solid chunk of retroactive money if the courts succeed in settling the per program license before the year is out.

2. The Society is back in the theater and film business, via blanket contracts with major Hollywood producers.

The recently - concluded pact with Brandt Theaters, covering performing of recorded incidental music, is also a beginning of the return to theater licensing.

WM Prepping Sumac for Aud Concert Pkge.

HOLLYWOOD, Sept. 6. — The William Morris office, which up to now hasn't joined the swing toward auditorium-arena concert packages, is currently whipping up its first big-capacity package, headed by Yma Sumac. Miss Sumac, currently at the Mocambo here, intends to follow the stint with a swing cross country via the huge house circuit. She is currently carrying a six-person group, which she'll augment for the junket.

Capitol's Peruvian thrush recently returned from 45 days in Europe, where she did concerts. She worked 22 dates in 24 days thru England for the Harry Foster agency, after which she did a week of concerts at the Empire Theater, Paris, and one-nighters thru Germany, winding up at the Casino, Knokke, Belgium. Before coming to Hollywood, she did a one-nighter at Red Rock, an outdoor amphitheater in Denver, drawing 10,000 for a gate of $13,000, of which her share was $7,990. Following the American swing, she'll probably return to Europe.

Syd Nathan To Europe For Looksee

CINCINNATI, Sept. 6.—Syd Nathan, president of King Records, Inc., with headquarters here, left tonight for New York from where he sails Wednesday (10) on the Queen Mary for a seven-week tour of Europe. He will go first to London and then will hop to Paris for a session with his representative there. Purpose of the trip, Nathan says, is to get a true picture of the music and recording business in England and on the Continent.

While abroad, Nathan will make arrangements to lease some of his masters to European companies. If things look favorable he plans to set up representation for his firm in the various capitals. Nathan plans to visit every free country in Europe, including Western Germany.

Last night Nathan was tendered a bon voyage dinner party by friends at the Cuvier Press Club here, with Milt Dragul, local realtor, serving as host.

Year-Round Dance Push To Highlight NBOA Meet

All-Industry Committee Meeting Set; Plan to Forge Midwest Link

By NORMAN WEISER

CHICAGO, Sept. 6.—Promotion of year-round dancing thruout the United States will be one of the major issues on the agenda of the National Ballroom Operators' Association convention at the La-Salle Hotel here September 30-October 1. According to the NBOA execs, it is planned to hold a meeting of the all-industry committee, set up in New York several months ago, in conjunction with the convention, at which time a Midwest link in the group can be forged.

Preceded on September 29 by a meeting of the board of directors, the convention will get under way the following day with what now looks like the largest turnout of operators in years. All ballroom execs, regardless of their affiliation with NBOA, are being invited to the gathering, which will seek to find ways and means of hypoing attendance next year.

Along these lines a special session will be held on the first day of the meeting, at which time representatives of all phases of dance music, including ork fronters, bookers, managers, promoters, etc., will be asked to give their views on the industry's plan to promote dancing thru all possible media and using every available means to put across their story.

Concentration on building business at this convention is possible because for the first time in years there is no major legislation or tax problems pending.

Chinn Plan

Doc Chinn, NBOA president, in setting up the program, said it was the org's plan to sit down and try to work out ideas which, when put into effect, could bring more money to the ballroom operator. With this in mind, Chinn said, the program would concentrate on the "get 'em dancing" movement.

"We feel there is a definite need for a year-round promotion in the dance business which will eventually get the industry back to the same level it enjoyed in the late 30's and early 40's," Chinn said.

In this regard, Ken Moore, who will serve as convention chairman as well as in his official capacity as an NBOA officer, will take the lead in these sessions as he also is a member of the all-industry group.

Closed Sessions

Wednesday (1) sessions will be closed to all except NBOA members. During the business meetings, such questions as repeal of the admission tax (which the movie industry also is seeking), individual operating problems, name band reporting service, souvenir programs, booking practices, price controls and copyright licensing will be covered.

Otto Weber, managing secretary, said that a discussion on the expansion of the name band reporting service was to be included on the agenda. In recent months, Weber said, members have been showing increasing interest in the service, and the expansion plans which will be discussed include the addition of more specific information in the reports, plus a wider scope of coverage.

Tom Roberts, NBOA legal counsel, will discuss results of the elimination of the cabaret tax and other legal matters which might affect the industry, while H. H. King, Norfolk, Neb., will talk on expenses involved in ballroom operations.

On Tuesday night (30) the NBOA will hold its regular get-together to which all facets of the industry are invited. The following evening the annual banquet will be held, with McConkey Artists Corporation presenting the show this year.

U. S. Voices Hope For Copyright Pact

Expect Contract to Be Signed in Geneva; Articles 1-4 Adopted With Compromises

WASHINGTON, Sept. 6.—State Department officials voiced hope that the proposed International Copyright Pact—five years in the making—would be signed this week-end in Geneva by the 30 nations attending an international copyright conference there. Word was received from Dr. Luther Evans, librarian of Congress and head of the United States delegation, that Articles 1 to 4 have been adopted with compromises.

Dr. Evans saw prospects for a successful pact as "encouraging." It was thought the proposed pact cleared the last difficult hurdle when most nations swung behind a British-American proposal that each nation give foreign writers the same copyright protection it gives its own citizens. Altho the extent of translation rights also had proved another road block, it was believed most countries would agree to await author approval for 10 to 20 years before translating foreign works.

Signature of the delegates attending the copyright conference, sponsored by the United Nations Educational, Scientific and Cultural Organization, will not automatically put the proposed model pact into effect. That will await ratification by 10 or more nations, not necessarily among the 52 member nations of UNESCO. Altho UNESCO sponsored the conference, invitations went to all countries in the world, and several non-members, including Japan, Spain and Germany, were in attendance. The new International Copyright Pact will succeed the 1886 convention for the protection of library and artistic works, which was subscribed to by 43 nations, mainly in the Eastern Hemisphere. Extremely broad copyright terms, among other things, had kept the United States out of the old convention, with Canada and Brazil its only Western Hemisphere members.

Five New Decca Pops Top 35,000 in Week

NEW YORK, Sept. 6. — Paced by the Mills Brothers' waxing of "The Glow Worm," five new Decca releases topped re-order figures of 35,000 this week. Orders on the Mills platter hit 110,000 in its first week of release.

Healthy pressing activity at Decca follows a switch in release policy at the diskery, altho company execs have not yet attributed the hyped action to the new stand. In the past month, the firm has slashed its release schedule in half. Decca, which for some time has had the unique distinction of being the most prolific releaser of new disk entries, now turns out to market an average of only four to five new platters a week.

Under the direction of Jimmy Hilliard, who took over the top a.&r. spot at Decca recently, the diskery has veered away from wholesale coverage of clicks and is placing an increasing stress on new material, or oldies deemed commercially suited to its talent.

Reduction of the release load has also enabled Decca execs to sight their promotional guns on fewer targets. Distributors, too, have been able to squeeze more action per record out of the reduced load.

Decca releases which have experienced the 35,000-plus re-orders, in addition to "The Glow Worm," are "Don't Believe Everything You Hear," by Roberta Lee and Red Foley; "Back Street Affair," Webb Pierce; "Baby, It's Cold Outside," Louis Armstrong and Velma Middleton, and the Guy Lombardo version of "You Like."

The company this week declared a regular quarterly dividend of 17½ cents a share on capital stock.

Welk May Do Feature Pic; Set On Short

HOLLYWOOD, Sept. 6.—Lawrence Welk, starting his second year at the Aragon Ballroom here, set his third Universal flicker short in four years, to start next week, and inked a 60-day option with Mort Eichenberg, ex-Omaha exhibitor, to produce a full-length color film of the ex-Dakotas orkster's life. Under the agreement inked with Sam Lutz, Welk's p.m., Welk would play himself in the film. Story is being written by Bob Ross, local flack.

The Welk crew was initiated en masse into Local 47 here Friday (5). Welk paid the initiation fee of $100 per man for his 14 sidemen out of his own pocket.

Conn. Musicians Meet at Norwalk

NORWALK, Conn., Sept. 6. — The semi-annual convention of the Connecticut Conference of Musicians took place here this week, with the Norwalk Musicians' Local 52 as host. The principal speaker was Leo Cluesmann, international secretary of the American Federation of Musicians, who discussed radio and tele employment conditions.

The following officers were elected: Frank LiVolsi, president of Local 626, Stamford, president; Rocco Logozzo, president of Local 55, Meriden, vice-president, and Harry L. Benson, secretary of Local 234, New Haven, secretary-treasurer.

Pendarvis and Harpa to ABC

HOLLYWOOD, Sept. 6. — Associated Booking Corporation has inked Paul Pendarvis' society ork and Darryl Harpa's band and revue to management pacts. Pendarvis, who just left a long location at the Golden Hotel, Reno, is set for the Delmar Hotel, Santa Monica. The Harpa band, which carries nine musicians, chirp Shana Crockett, three dancers and choreographer-dancer Jeff James, is currently at the Claridge, Memphis.

Orkster Les Baxter, last with MCA, has inked with Hal Gordon, of the Lew and Leslie Grade office here. The Capitol musical director will be booked as either an act or an ork leader. He recently worked Las Vegas with his own revue.

Booking Martino Theater Package

NEW YORK, Sept. 6.—General Artists Corporation is in the process of booking a theater package headlined by Capitol singer Al Martino. The first date has been set for September 13 and 14 at the State Theater, Hartford, Conn. The package will also include a thrush, comic, dance team and ork.

Martino opened Friday (5) at the Meadowbrook for a week after which he joins the GAC package in Hartford. A week at the Capitol Theater in Washington follows.

Europe Melody Roads Lead To Dusseldorf

DUSSELDORF, Germany, Sept. 6.—All melody roads on the Continent lead to Dusseldorf this week when Germany's annual musical fair opens here for five days, commencing September 11.

This conclave, in itself, is regarded as the biggest annual get-together for Europe's Tin Pan Alley and attracts leading music publishers, disk men, juke box operators, instrument manufacturers and dealers from all points on the Continent. They will view a wide range of exhibits, highlighting the efficiency of European musical instrument manufacturers and suppliers of single parts and accessories.

Other features of the fair will include musical arrangements, scientific lectures and meetings of the participating associations.

4th Since War

Known as the "Deutsche Musikmesse," the meet is the fourth annual affair since the end of the war. A regular prewar fixture, it has already regained its immense popularity.

Aragon Inks Morse, Lombardo, Dorsey

CHICAGO, Sept. 6. — Second major record name booking for a three-city ballroom promotion, following the successful Don Cornell dates recently, was set this week when Ella Mae Morse was inked for the Aragon Ballroom here October 3 and then, on succeeding nights, at the Prom, St. Paul, and Clear Lake, Ia. Chirp will work with regular bands playing each location.

In addition to the Morse booking, the Aragon also has inked two band one-nighters. Guy Lombardo comes in September 10, with Tommy Dorsey set for September 17.

MUSIC CLICKS AT FAIR

Disk Star Program Pulls Big in Mich.

● *Continued from page 1*

Quintet, Billy Ward's Dominoes, Jerry Murad's Harmonicats, Al Martino, Gene Krupa, Ella Fitzgerald, Les Paul and Mary Ford, Jimmy Husson as emsee and the Herschel Leib orchestra.

In contrast, the show last year grossed only $30,871.50 in 10 days, with an attendance of 34,434 people. The 1951 bill, like all its predecessors, was based upon the use of a headline star attraction, backed up by a variety bill in place of the all-recording artist program offered this year. The 1951 bill had Bob Hope as the headliner for two days, and Marilyn Maxwell and the Inkspots for four days each. Hope's opening day, however, was nearly a total loss because of labor difficulties besetting the fair.

Nut Is Lower

Cost of talent for the Coliseum show, excluding the band, is given as $45,000 this year, compared to $56,000 last year. A total saving on the Coliseum show budget is 55 per cent this year, Fair Manager James M. Hare said, indicating his expectation that the Coliseum would approximately break even, instead of losing money heavily as in other years, when the star names were used as a key attraction to bring people to the fairgrounds, and were not counted on to make money for their own show at the Coliseum box office.

Significantly, the total fair attendance at the main gate was running 40 per cent ahead of last year for the first two days, after which the annual event was hit by rain that kept afternoon and evening crowds away, indicating that the barrage of musical talent being offered is doing well in drawing people to the grounds.

The rain itself was undoubtedly one big factor in bringing people into the Coliseum, once they were on the grounds, but far from the only one, as the grandstand attraction, a contest rodeo, actually played to good crowds on Sunday and Labor Day despite the rainy weather. On Sunday, the Coliseum hit a near record for the spot, with 12,416 paid admissions, for a total gross of $11,986.

Key Factors

Other key factors in the surprising success of the all-musical bill, despite the gloomy prognostications of those who insisted some variety programing was necessary to draw crowds, were:

1. Balance of musical acts to suit nearly all tastes. Only solid criticism heard was that a little more appeal to the older generation groups might have helped family attendance.

2. Continuous program policy for the first time, with no reserved seats. Patrons were able to get the seats they wanted, if they got there first, and stay as long as they wanted, with only a brief intermission between the shows scheduled at three-hour intervals. The result was that large groups, especially of the excitable fans of the various stars, stayed for a second show by their favorites, and helped build total audience per show very effectively.

3. Rearrangement of the Coliseum, with the stage set at the middle of the West Side, instead of at a far end. Patrons in most positions got a much better seat with more intimate view of the stage, especially when there was a big house.

4. Switch to seven days of shows, instead of 10 as hitherto. The first package show bowed out on Monday night, with the hall used for cattle judging for the next three days, to be followed by another package unit for three days.

5. Reduction in price for better seats by elimination of reserves, formerly sold for $1.80. Instead, all seats went for $1.20, the former price of general admission.

Proof of the pudding will come with the second unit which opened Friday (5), headed by Guy Lombardo, Georgia Gibbs and Don Cornell. Only Husson, the Harmonicats, and the Leib Orchestra carry over from the first stanza.

Jukemen Pick Eddie Fisher As Fall's Best

BB Polls Potential Hits From Stars; Miss Clooney Second

● *Continued from page 1*

potential hillbilly hit-makers is Columbia's Carl Smith who was given the nod over MGM's Hank Williams. Close behind in the opinion of the ops are Hank Thompson of Capitol and Hank Snow from Victor. The ranking continues with Lefty Frizzell, Eddy Arnold, Red Foley nnd Pee Wee King. Webb Pierce and Ernie Tubb round out the top 10. Slim Whitman from Imperial, in 11th spot, is the only indie label artist to crack the solid array of majors' stars in the first 15.

Dominos Landslide

The reverse is true in the rhythm and blues field. Operators look to the indie labels for the hit-makers. Topping this list by an overwhelming margin are the Dominos on the Federal label. They compiled a score of more than double that of the Clovers. Fats Domino, Ruth Brown and Earl Bostic, all inkie disk artists, complete the top five. Decca's Louis Armstrong, in sixth place, is followed by Lloyd Price, Roscoe Gordon, Sarah Vaughan and Dinah Washington.

The operator poll also reports the most profitable records for the first six months of the year in each of the three disk categories as well as the top money-making standards.

MOA Sees Influx of Mfrs. at Chi Meet

CHICAGO, Sept. 6.—As has been the case since its inception several years ago, the Music Operators of America annual convention and exhibition, convening at the Congress Hotel here September 11 for three days, will again find the heavy majority of exhibitors to be record and phonograph accessory manufacturers.

Early business sessions scheduled by the MOA also place heavy stress on the music business. Speakers representing many of the record firms have been asked to address the Thursday morning session, and one of the vital topics of the three-day gathering, copyright legislation on the national level, is also on the agenda for the first day. In this respect, MOA has invited the American Society of Composers, Authors and Publishers to send a representative to address the juke box operators Columbia, Coral, Decca, London, on this subject, and to help clarify for the operators the ASCAP position.

With less than one week to go before convention time, a total of 24 exhibitors had been set by MOA for its 1952 conclave. Of this figure, one, H. C. Evans & Company, manufactures juke boxes; two are trade papers, including The Billboard; five are operator trade groups, either local, territory or State orgs; one makes title strips; one manufactures slug rejectors; one is a program service; one, BMI, is a music publisher, and the remaining 12 are either disk manufacturers or accessory firms.

Included in the record companies exhibiting are Capitol, Mercury, MGM, RCA and Standard. Accessory firms include Cole Corporation, M. A. Miller and Permo, needle manufacturers.

(For complete list of exhibitors and convention program, see Music Machines section this issue.)

MOA will also call on the record firms to bring in name recording acts for its banquet Friday (12).

Knopf, Jaffe Bolt Blues in Local 802

NEW YORK, Sept. 6. — Al Knopf, member of the executive board of supervisor of records, films and transcriptions at local 802, American Federation of Musicians, and Hy Jaffe, member of the local's trial board and supervisors of arrangers and copyists, this week formally severed their connection with the Blue Ticket, party in power at the Local since 1934. The move by Knopf and Jaffe followed a recent acquisition by the Blue of three of the opposition's most powerful figures. The were Max Arons, member of the executive board, Cal Fleisig, trial board member, and William Feinberg. Arons and Fleisig had been elected to their present posts while on the Unity Ticket. Their switch to the Blue, with Feinberg, was one of the coups of the year.

Knopf and Jaffe issued a leaflet titled "Why We Are Leaving the Blues." They pointed out that they had considered themselves "loyal opposition" within the present administration. The Blue's alliance with "persons whom they have for years denounced . . ." is cited as a reason for leaving the ticket.

December 4 is the election date.

BE's Initital Bookings Win In 1st 4 Days

HOLLYWOOD, Sept. 6.—Brisk Enterprises, the Ralph Bass-Les Sill-Red Baldwin coalition which is currently block-booking three r.&b. packages across the coastline, fared well in its first four days. Reports from the triumvirate indicate that they did good business the first four days thru September 2, racking up a reported $3,200 profit on the three packages. Lionel Hampton broke a house record at the Palomar Gardens, San Jose, while the Clovers and Roscoe Gordon broke the mark at the Eagle's Ballroom, Seattle. The new booking project got off so well because of good weather over the Labor Day weekend, it's reported.

Bass has set Gordon, Charlie Brown, Lloyd Price, the Clovers and Big Jay McNeely for an all-star blues bash at the Shrine Auditorium here September 26.

The new booking plan has Charlie Brown's band on the third package.

LEGALIZING THE PAYOLA!

This DJ Would Charge 25c Per Station Plug

By NEV GEHMAN

NEW YORK, Sept. 6.—A new gimmick designed to guarantee publishers radio time for their tunes has created more than a little stir among a number of the publishers. Reason for the upheaval is that contrary to the normal procedure of publishers collecting revenue from stations for the use of their music, this proposal would have the publisher pay for his air plugs.

The idea is the brain child of the Wayne Howell Productions, headed by NBC announcer-disk jockey Wayne Howell. Howell presently packages several radio shows for RCA Victor records. Briefly the set-up works as follows: Howell owns the rights to the "House of Music" program which formerly aired in New York and Chicago. Each show is built around an interview with a show business personality with records interspersed. Howell's plan is to merchandise the program to stations thruout the country as a half-hour, five-day-a-week package. Stations have the option to sponsor the program. Each station would receive a transcription of the interview and would play the records called for in the interview.

The hooker is that each participating publisher would pay Howell 25 cents per plug per station. According to Howell this would guarantee the playing of the tune whereas there is no assurance that a specific record will be played on regular disk jockey shows. He added that the program would be presented in the interest of "the music publishers of America."

Howell has already approached a number of publishers with the proposal. As far as can be determined, these have been the larger firms for the most part. Howell claimed that he had cleared the idea with Harry Fox's office, publisher's agent and trustee, and thus far had gained participation assurance from Bregman, Vocco & Conn; Leeds, Chappel, Robbins and Porgie.

When queried on this point, a spokesman for the Fox office stated that no such clearance had been sought by Howell and added that such a project would not come under that office's surveillance. A check with the first three named publishers further showed that at press time no decision had yet been made whether or not to go along with the plan. A spokesman for one of these indicated that he was "very leery" of the consequences of such a deal. It is known that E. H. Morris and the Warner group have nixed the idea. No one was available at either Robbins or Porgie for comment. Tho also unavailable for comment, it was reliably reported that Howell had not yet sought clearance from Walter Douglas, head of the Music Publishers Protective Association.

The doubtful and, in some cases, dim view the publishers (and this includes the opinions of several publishers not solicited) have taken to this proposal stems from a number of immediate and long-range potential problems. The more expressive simply call it a new payola deal and fear that this could open the door to pressures for pay-offs for plugs from other directions, creating "a

(Continued on page 22)

Francis Scott Set For Cap Build-Up

HOLLYWOOD, Sept. 6.—Francis Scott, director of album repertoire for Capitol, is getting a build-up from the Wallichs' waxery as a musical conductor of instrumental, listening albums. Following the success of his first album early this year, Scott is getting his second package in the September release, "Mood for Twilight." Scott, who joined Cap four years ago, will average one such album effort per year.

Paul Weston, previous to his joining Columbia, did the mood music for Capitol.

MAC Makes It Three in Row

CHICAGO, Sept. 6.—McConkey Artists Corporation, thru Bill Black, head of firm's band department, this week locked up its third consecutive booking at the Texas Hotel, Fort Worth, thus assuring MAC properties in the location thru January, 1953.

Ray Pearl started the cycle when he opened a five-week stand at the hotel yesterday (5). Tommy Cunningham moved in October 10 to remain thru December 30, when Henry Busse comes in for four weeks. The Busse booking, incidently, brings in one of the biggest names ever to play the spot.

In Houston, MAC also hit a jackpot this week when contracts were closed with the Rice Hotel whereby Warney Ruhl opens a four-week stand October 23, to be succeeded by another MAC property, Don Reed, November 26. The latter also will be in for a month

Art Frew Joins McConkey Artists

HOLLYWOOD, Sept. 6. — Art Frew, veteran booker who headed GAC's Cincinnati office and later joined Associated Booking, Chicago, during the early war years, has returned to the percenter ranks with McConkey Artists here.

Frew is currently in Texas for the McConkey Coast office.

Clyde Baldschun hired Frew to replace Ray Herbeck, who ankled the office recently.

Imports to Australia Drop, Supplies Almost Exhausted

SYDNEY, Australia, Sept. 6.—Six months ago Australia was importing disks at the rate of 4,000,000 a year, mainly new recordings of classical musical works, but since then this has dwindled to a mere trickle, owing to present import restrictions. The lean time for record collectors is here. Altho retail stores still have 90 per cent of records listed in catalogs, many gaps are appearing, and the gaps are widening each week as supplies become exhausted.

Some of the major works are represented by old and very poor recordings, and Australia is getting few, if any, of the many first-class recordings being announced overseas. Future supplies will depend on the plans of Electric and Musical Industries, Ltd., in its local pressing of LP's. This is a plan which offers many problems, as the inferior quality of many overseas imports discloses. Some of the disks appear to be English pressings of American recordings, and others from British recordings.

The difference in quality is very wide and the difference in recording technique very obvious. However, Aussie music lovers can look forward to the releases of recordings made here by the Sydney Symphony Orchestra, under the conductorship of Eugene Goossens, of which the main one will possibly be Beethoven's Second Symphony.

Ross Higgins

In the popular type music, Australia's counterpart of Bing Crosby, Ross Higgins, has made many recordings, and his disks are becoming increasingly popular.

His voice records well, and request sessions over the Commercial Broadcast Stations are showing a remarkable increase in the number of his recordings requested. Broadcast stations report that he is fast becoming a rival to Bing Crosby.

New AFM Scale Hits Las Vegas

HOLLYWOOD, Sept. 6. — Indications were at presstime that the job of booking traveling orks into Las Vegas gambling spas as location orks would be even more difficult, for the union there is readying an additional bike in scale.

Scale, at present, is $99 per man and the hike is said to be an additional $11 per man. When playing an out-of-local ork, the op pitches in an additional 10 per cent for traveling tax, making for a total of $121 per man.

At the present time, two spots, the Desert Inn and the Thunderbird, are using local orks, headed by Carelton Hayes and Al Jahns, respectively. The three other major spots, now open, and the Sahara, which unshutters soon, are or will use: Last Frontier, Garwood Van; Flamingo, Ike Carpenter; El Rancho, Ted Fio Rito, and Cee Davidson, ex-Chicago nitery leader, who'll front the new Sahara ork.

State Grant Saves Aussie Opera Co.

SYDNEY, Australia, Sept. 6.—The State Government of New South Wales has made a grant of $12,250 to the ATE National Opera Company, and the president, Erik Langker, said it had saved the life of the company and would enable it to continue the coming season. But more money was needed, he said, if the company is to do the work it wants, including sending the Opera to leading country towns.

The scenery and costumes for the 1953 season will cost $25,000 and the total cost of the season would be about $165,000.

MGM Readies Holiday Albums

NEW YORK, Sept. 6.—MGM Records is readying for the holiday selling season the shipment of nine new albums, which will be offered to distributors and dealers at 10 per cent below their regular cost. This special price will be in effect on all distributor orders placed thru midnight, November 1. The retail price will remain unchanged.

According to an MGM exec, the purpose of this special introductory price is to provide an additional profit opportunity for distributors and dealers on merchandise which has been designed especially for the Christmas buying season. The line-up includes pop packages, Christmas songs and carols, a kiddie set and a church music package.

In addition to the special price, two color mailing pieces, in the form of Christmas cards, will be available to dealers for use as direct mail to their customers. These cards will list the nine albums, as well as certain other items, and can be used as an order blank by consumers.

Seven of the nine new packages will be available in all three speeds. These are "Love Songs of Rodgers and Hammerstein," sung by Billy Eckstine; "I Hear Music," by the George Shearing Quintet; "Sigmund Romberg Favorites," with the MGM ork conducted by Macklin Marrow; "While Shepherds Watched," sung by the Canterbury Choir; "Christmas Chimes"; "Tango Time," played by the Phil Green Ork; and the kiddie set of "Ali Baba and the Forty Thieves" which is narrated by Lionel Barrymore.

"Athems and Oratorio Choruses," with the Canterbury Choir will be available on LP and in 45 sets, and "Merry Christmas," a collection of eight Christmas songs and carols by seven different MGM artists, will ship only on 33 1-3 r.p.m.

Shipments are scheduled to begin during the latter part of September.

Vox Gets Rights To Line Renaud

NEW YORK, Sept 6 — Vox Records has acquired the American pressing rights to recordings by the French pop singer Line Renaud. The company will soon issue its first Renaud album, as part of a continuing policy of releasing plentiful supplies of French music Stateside. The singer records in France for the Pathe label.

Vox is also readying a change in catalog numbering that will identify the actual amount of records in multi-disk sets. Under the new plan, the last digit in each listing will indicate the number of records in the album.

Meadowbrook Reopens; To Feature Disk Stars

CEDAR GROVE, N. J., Sept. 6.—Frank Dailey's Meadowbrook, re-opened for the fall season last night with a bill headed by Capitol chanter Al Martino. Policy of the New Jersey night spot will be to feature disk artists among its name attractions. Next week, Lily Ann Carol, RCA Victor thrush, will share marquee billing with MGM warbler Alan Dean. (Vincent F. X. Dailey, general manager, died opening week; see Final Curtain.)

BEAUTIFUL BALLAD!!
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VICTOR YOUNG PUB., INC.
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Beverly Hills, Calif.

TV Is ALL of SHOWBUSINESS
Only THE BILLBOARD covers ALL of SHOWBUSINESS

Music as Written

J. DORSEY RE-OPENS CONN. TERPERY . . .

The Ritz Ballroom, Bridgeport's largest, having been shuttered for the summer, opened Monday (8) with Jimmy Dorsey in for a one-nighter. The same policy as heretofore will prevail, with name bands on Sundays and holidays and territorial bands during the week. Joey Zelle will again direct the house band.

WORTMAN JOINS FINE SOUND CO. . . .

C. Robert Fine, president of Fine Sound, Inc., has named **Leon A. Wortman** general manager of the record engineering and consulting firm. Wortman was formerly with the Audio-Video Company.

BMI EXECS TO COAST . . .

Three Broadcast Music Incorporated execs left Thursday (4) for a three-week business trip to the Coast. These were Bob Burton, vice-president in charge of publisher relations; Bob Sour, director of publisher relations; George Marlo, director of writer relations.

PUBLISHER SIGNS JESSIE ROBINSON . . .

Jessie Mey Robinson, who wrote the current click, "I Went to Your Wedding," has been signed to a long-term contract by publisher Shapiro-Bernstein. The cleffer has written many r.&b. ditties.

BMI-UI DOUBLE HARNESS . . .

Universal - International has completed the screening of "Because of You," which underscores the tune of the same name thruout. Tune was a big smash a year ago via the Tony Bennett disking. Broadcast Music, which controls the tune, and U-I will combine efforts in the promotion with BMI concentrating on the radio and TV station end.

R & H NIGHT TO AID HEART FUND . . .

Metropolitan Hartford's Heart Fund will benefit from "Rodgers and Hammerstein Night" September 11 at the second annual Cigar Valley Harvest Festival. Excerpts from the composers' top shows will be played by the Hartford Symphony Orchestra, with soloists including John Raitt, Marguerite Piazza and Jane Pickens. Master of Ceremonies will be Ed Sullivan.

New York

Joe Frasetto gets the nod to return to the Latin Casino for another season, when the room reopens September 24 with **Frank Sinatra**. . . . **Wilaqorth Coleman** locates at the suburban Fort Side Inn for the supper sessions, with **Don Bruno** continuing for the dinner music. . . . Saxophonist **Al Haskell** was felled by a heart attack and is recuperating at the Einstein Medical Center . . . **Johnny Desmond** back on the ABC **Don McNeill** Breakfast Club Show in Chicago after a vacation in Hollywood. . . . **Marvin Frank**, publicity director with E. B. Marks, is editor of the new Marks leaflet, "Re Marks," now being sent out to deejays, a.&r. men and TV production men. . . . E. B. Marks new version of the oldie, "Glow Worm," with new lyrics by **Johnny Mercer**, has been waxed by the **Mills Brothers** on Decca, **Paulette Sisters** on Columbia, and Mercer himself on Capitol.

Jerry Crocker, deejay with WERE in Cleveland for many years, has moved to station KCUL in Fort Worth. He is now running a pop record show in the heart of the Western music area. . . . MGM disk star **Alan Dean** goes into Frank Daily's Meadowbrook in Cedar Grove, N. J. for 10 days, starting September 12. . . . **Harry Link** of E. B. Marks and **Guy Lombardo** hooked one of the largest tuna's caught this season off Montauk Point, Long Island last week.

Tommy Tuckar and his ork have just cut a new version of his big hit of a decade ago for MGM, "I Don't Want to Set the World on Fire." Vocal is by **Karen Rich**. . . . The Tucker Ork opens at the Rustic Cabin, New Jersey, in October. . . . MGM Records will release a platter featuring **Shab Wooley** singing "A Cowboy Had Ought to Be Single," from the flick, "Skyful of Moon." Wooley, who is also an actor, appeared in the movie, "High Noon," as a "bad" man.

Georgia Gibbs, back from three weeks in Europe, is at the Michigan State Fair this week-end, after which she returns to New York to tape two National Guard radio shows and to appear on the "Cavalcade of Stars" TV show, September 12. She then heads to Pittsburgh for a week at the Vogue Terrace.

MGM singer **Ricky Vallo** opens at the Blue Mirror in Baltimore Tuesday (9) for two weeks, and then moves on to the Skyliner Club in Fort Worth for two weeks beginning September 24. . . . The Lux Radio Theater will present "Two Weeks with Love" on its Monday (8) broadcast, with the original movie cast. It will feature **Debbie Reynolds** and **Carleton Carpenter** singing "Abba Dabba Honeymoon," their disk hit of two years ago. . . . **Sandy Solo**, new Abbey artist, drew more than 200 teen-agers at a public appearance at Macy's recently. . . . **Sidney Siegel**, president of the Seeco and Exito labels, is off on a tour of the Caribbean and South America. . . . Wedding bells will ring in a month for **Milton Gilfand** of Audio Matrix and **Helen Goldberg**, formerly with Universal-International. . . . It's a boy, their third, for **Russ** and **Betty Sanjek**. Russ is director of projects for BMI. He has been named **David Lewis**.

Mike Ross, head of Coral Records, was away from his office this week on a business trip to Chicago, Dallas and New Orleans. . . . Lyricist **Sammy Cahn** has had his contract as Warner Bros.' producer extended by the flicker firm. . . . **Frank Loesser**, composer of the score for the upcoming **Danny Kaye** movie, "Hans Christian Andersen," will hold a concert of tunes from the flicker in Boston September 12 at the Ritz-Carlton Hotel. . . . Publishing firms Pollsam and Whitehall Music are combining to promote the **Toni Arden-Champ Butler** waxing of "Remembering."

Chicago

Red Ingles, who has been working with his own combo, rejoins the Ted Weems band when his current commitments are fulfilled. **Buddy Morrow** opens a four-week stand at the Aragon here September 23. . . . **Ernie Rudy** set for two weeks at the Schroder Hotel, Milwaukee, starting September 23

Leonard Chess, Chess and Checker Records, leaving soon on a Southern trip. **Phil Chess** back at the firm's headquarters after a trip East. **Art Sharidan**, head of Sheridan Distributors, pinch-hitting as a disk jockey at WWCA, Gary, Ind., while **Jessie Coopwood** vacations in New York.

Erroll Garner set a new house record at the Ebony Lounge, Cleveland, when he drew more than 5,000 admissions to the 250-capacity spot in a week.

Burr Lee, American Broadcasting System program head in Chicago, has started a new country music d.j. show called "Turntable Ranch." . . . **Eddy Howard** tour thru the territory now booked solidly thru September by MCA. . . . **Lionel (Dinky) Cole**, younger brother of **Nat Cole**, cut his first sides for Topper Records, using his own combo for backing.

Jules Savoy, formerly with Jan Garber's orchestra and now, as a member of the Armed Forces hospitalized in Japan, is entertaining troupes in the hospital. . . . **Les Brown** grossed $2,723 on a one-nighter for Ken Kerker at the Coliseum Ballroom, Davenport, Ia., thus setting a new record for the location. Brown drew $4,977 on a date for Bill Wittig at the Pla-Mor, Kansas City, Mo., also a record, then went into Topeka, Kan., where he played for Vern Sperry, Meadow Acres, and grossed $2,370 for a third new location mark this year.

Ray McKinstry, former sideman with a number of leading orks and currently with the National Broadcasting Company's house band here, has been signed to a record pact by United, **Lew Simpkins**, diskery topper, reported this week. McKinstry, playing a new instrumental combo, late this week waxed two sides, which will be released in several weeks.

Flack **Tim Gayle** is closing his Chicago office to return to the West Coast.

Cincinnati

Sandy Solo, who recently cut his first sides for Abbey Records, "La Roseta" and "I'm Thru With Love," has returned to New York after a Midwestern trek that took him to Detroit, Chicago, St. Louis, Cleveland and Cincinnati for a visit with disk jocks. Sandy was accompanied on the trip by his promotion manager, **Pinky Roller**. . . . Showfolk turned out in force for the annual picnic tossed by **Kay Keiser**, Indianapolis booker, at the Plantation in McCordsville, near the Hoosier capital recently. **Ish Kabibble**, of the **Kay Kyser** band, was guest of honor. . . . **George W. Engelbreth** (Cincinnati George), who for years sold The Billboard to the various band and music men making the town, is a patient in Room 26, Ward A, at the Hamilton County Home here.

Philadelphia

Rendezvous policy of recording musical names for the coming season has **Buddy Rich** on deck and follow-ups bringing in **Anita O'Day**, **Sarah Vaughan**, **Billie Holliday**, **Errol Garner** and a parade of others of like caliber. . . . Rare dance promoters hit hard by the new ruling of the local Negro musicians' union ordering that at future dance dates at least 10 men must work in the main ballroom of Reynolds Hall and at least seven in the downstairs Tropical Gardens. Reynolds Hall is the major site for such dances. . . . Jazz concert season gets a nice lift in its early start with **Herb Gordy** presenting his 39-piece interracial orchestra plus the **John Hines** experimental dance troupe at the Met on Sunday (14), and **Norman Granz** bringing his "Jazz at the Philharmonic" troupe to the Academy of Music on September 20. . . . Palladium dancery relights this week for the new season with **Art Wendel** back on the stand.

Cleffer **Frank Capeno** is ill at St. Joseph's Hospital here, and would like to hear from his friends, pens **Jimmy Stevens**.

Hollywood

Carol Simpson, ex-Milwaukee piano cocktail single, has joined **Billy May's** band. She'll do an act with the band, in addition to her singing. . . . **Del Roy**, ex-Victor record salesman in Louisville, has joined Ridgeway Music here as d.j. contact man. . . . **Bill Hayes**, the MGM warbler on NBC's "Show of Shows," spent the summer here, doing his first flicker part in WB's "Stop, You're Killing Me." . . . **Earl Hines** has set a deal to stay at **Jerry Horne's** Oasis for three months.

Trummy Young, the ex-Lunceford singer-trombonist who has been in Hawaii for five years leading his own combo, joins **Louis Armstrong's** All-Stars September 10 in New York, replacing **Russ Phillips**. . . . **Dick Reinhart** and **Milt Levy**, ex-MCA-ites, have opened their own office, Consolidated Artists in San Francisco. The young duo are exclusively booking two ballrooms in the area, the El Patio, San Francisco, and Sweet's, Oakland. They have inked the **Krazy Kats**, cocktail unit, and **Ray Hackett's** band to exclusive pacts. Levy will specialize in conventions and package shows, while Reinhart will handle the bands and acts.

Detroit

Dick Lea, new Essex Record artist, is scheduled for his first local visit, to meet with local disk jockeys. . . . **Andy Carlo** and his band are opening at **Andy Palmer's** Military Inn in suburban Dearborn, playing six nights a week.

The Country Cousins, zany musical trio, are currently headlining at the Rouge Lounge.

Hartford

Sid Sllda, owner of the Music Box, downtown retail record store, will sponsor Friday and Saturday night name band dancing at Foot Guard Hall this fall. . . . **Red Richman** is now playing organ music nightly at the Peacock Room. . . . **Nick Grossi** is featured with accordion request tunes on Thursday, Friday and Saturday nights at the Terry Square Restaurant. . . . Roseland Ballroom, Holyoke, Mass., resumed operations Saturday (6), with **Frankie Dee** and his orchestra providing music. Policy is Tuesday, Thursday and Saturday night dancing.

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Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

• Sides in • Current Release

Week Ending September 6

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
AMERICAN	Let's Pretend	Sons of the Pioneers, RCA (f)
	It's Been So Long, Darling	Don Cherry, Dec (p)
	False Hearted Girl	Ella Mae Morse-Tennessee Ernie Cap (p)
ARK-LA-TEX	I'll Always Take Care of You	Webb Pierce, Dec (f)
ARTISTS MUSIC	You Can't Lose Me	Doris Day-Donald O'Connor, Col (p)
BOURNE GROUP		
—BOURNE	Agnes Waltz	Frankie Carle, RCA (p)
	You'll Never Get Away	Vaughn Monroe, RCA (p)
	You'll Never Get Away	Paulette Sisters-Peter Hanley, Col (p)
BREGMAN-VOCCO-CONN	Outside of Heaven	Margaret Whiting, Cap (p)
BROADCAST MUSIC	Stay Where You Are	Tony Bennett, Col (p)
CARLYLE	Love Me	Johnnie Ray, Col (p)
CHAPPELL GROUP		
—DE SYLVA-BROWN & HENDERSON	Forgetting You	Paul Weston, Col (p)
COLLINS	King's Riff	Ben Webster, Mer (r)
REDD EVANS	I Laughed at Love	Louis Armstrong, Dec (p)
FAIRWAY GROUP		
—MALABAR	How Do You Feel About Me	Micki Williams, RCA (r)
FAMOUS GROUP		
—FAMOUS	The Ruby and the Pearl	Frankie Laine, Col (p)
—PARAMOUNT	Thanks to You	Four Lads, Col (p)
FORREST	Sack Street Affair	Webb Pierce, Dec (f)
FORSHAY	Mumbles Blues	Mr. Sad Head-Billy Ford, RCA (r)
FRANK	The Billboard Song	Homer & Jethro, RCA (f)
	Anywhere I Wander	Danny Kaye-Gordon Jenkins, Dec (p)
	Anywhere I Wander	Tony Bennett, Col (p)
	Wonderful Copenhagen	Danny Kaye-Gordon Jenkins, Dec (p)
	Wonderful Copenhagen	Paul Weston, Col (p)
	No Two People	Danny Kaye-Jane Wyman-G. Jenkins, Dec (p)
	No Two People	Doris Day, Donald O'Connor, Col (p)
	Thumbalina	Danny Kaye-Jane Wyman-Gordon Jenkins, Dec (p)
GALE & GAYLES GROUP		
—UNITED	The Mermaid	Frankie Laine, Col (p)
GOLDSEN GROUP		
—BENTON	Beehive	Stan Kenton, Cap (p)
—GOLDSEN	Hello, Out There, Hello	Johnny Mercer-Billy May, Cap (p)
HAMBLEN	Grasshopper MacClain	Stuart Hamblen, Col (f)
	Oklahoma Bill	Stuart Hamblen, Col (f)
	I Get Lonesome	Stuart Hamblen, Col (f)
	Our Love Affair	Stuart Hamblen, Col (f)
HILL & RANGE GROUP		
—HILL & RANGE	Bella Musica	Dinah Shore-Henri Rene, RCA (p)
	Faith Can Move Mountains	Johnnie Ray, Col (p)
—ST. LOUIS	I Went To Your Wedding	Grady Martin, Dec (f)
HOLLIS GROUP		
—HOLLIS	Blues in Advance	Dinah Shore-Henri Rene, RCA (p)
L. A. SONGS	Three Letters	Kay Starr, Cap (p)
LEEDS	Silver Dew on the Blue Grass Tonight	Don Cherry, Dec (p)
	Lost	Fred Kirby, Col (f)
	Out of My Mind	Fred Kirby, Col (f)
LUBIN	A Man's Best Friend Is His Horse	Vaughn Monroe, RCA (p)
LYNN	Butcher Boy	Mr. Sad Head-Billy Ford, RCA (r)
E. S. MARKS	The [illegible]low Worm	Mills Brothers, Dec (p)
MARVELLE	A Fool	Lois Hinds, Col (r)
	Loving in Vain Again	Lois Hinds, Col (r)
MELLIN GROUP		
—ALGONQUIN	Some Folks Do and Some Folks Don't	Trudy Richards, Dec (p)
MILLS	That's My Desire	Louis Armstrong, Dec (p)
	Stardust	Stan Kenton, Cap (p)
E. H. MORRIS GROUP		
—MERIDIAN	That's What a Song Can Do	...ay Shaw, Mer (p)
—E. H. MORRIS	Mademoiselle	Frankie Carle, RCA (p)
	Memphis in June	Johnny Mercer-Billy May, Cap (p)
—SUSAN	Baby, It's Cold Outside	Louis Armstrong, Dec (p)
MUSIC PUBLISHERS HOLDING GROUP		
—HARMS	Somebody Loves Me	Four Lads, Col (p)
	Alone Together	Margaret Whiting, Cap (p)
—REMICK	Old Folks	Ben Webster, Mer (r)
GEORGE PAXTON	After All	Mills Brothers, Dec (p)
PEER INTERNATIONAL GROUP		
—PEER	Our Honeymoon	Carl Smith, Col (f)
	Sing Her a Love Song	Carl Smith, Col (f)
	I Cried Again	Wilma Lee-Stoney Cooper, Col (f)
	Have Mercy on Me	Wilma Lee-Stoney Cooper, Col (f)
REGENT GROUP		
—HARMAN	Takes Two to Tango	Louis Armstrong, Dec (p)
RIDGEWAY	You Belong to Me	Grady Martin, Dec (f)
ROBBINS GROUP		
—FEIST	Because You're Mine	Nat (King) Cole, Cap (p)
—FEIST	One Hundred Years From Today	Micki Williams, RCA (r)
	Anchors Aweigh	Jerry Gray, Dec (p)
SHAPIRO-BERNSTEIN	On Brave Old Army Team	Jerry Gray, Dec (p)
	Comes A-Long A-Love	Kay Starr, Cap (p)
SIMON HOUSE	I'm Never Satisfied	Nat (King) Cole, Cap (p)
	I'm Never Satisfied	Trudy Richards, Dec (p)
SNYDER	I'm Hog-Tied Over You	Tennessee Ernie-Ella Mae Morse, Cap (p)
SPENCER	The Everlasting Hills of Oklahoma	Sons of the Pioneers, RCA (f)
TANNEN	Child Psychology	Homer & Jethro, RCA (f)
WALDO	My-Na Shay-Ha Ty-Ra	Paulette Sisters-Peter Hanley, Col (p)

RTMA Maps Drive for Phonos, Jacks in TV

WASHINGTON, Sept. 6.—An industry-wide campaign to promote the sale of phonographs and to encourage installation of phono jacks on TV sets will get a formal start next week at the opening of a three-day (17-19) series of meetings of the Radio-Television Manufacturers' Association in New York. The RTMA meeting, which will be staged at the Roosevelt Hotel, will also be highlighted by formation of a public relations and advertising committee, which will replace the association's advertising committee. The new committee at its organization meeting Wednesday (17) will prepare plans to implement and co-ordinate public relations activities of TV and radio set manufacturers.

The program to promote phono set sales and to push for installation of phono jacks on TV sets will culminate lengthy planning by the RTMA. The campaign will be launched by representative groups of the phonograph and disk manufacturing industries on Wednesday (17). The meeting is sponsored by the RTMA Phonograph Cartridges and Pick-Ups Section and will be conducted by Jack Berman, of Chicago.

The series of meetings will be climaxed by a session of the board of directors under chairmanship of A. D. Plamondon Jr. The question of naming a successor to Glen McDaniels as president of RTMA will be placed before the board by a nominating committee (The Billboard, September 6). The board is expected to give full encouragement to a new membership drive which will be planned Thursday (18) by a newly formed membership promotion committee under J. J. Kahn, of Chicago. The committee will consider the findings and recommendations of a professional survey of the electronics industry and its potentiality for broadening RTMA membership.

Board Chairman Plamondon this week announced appointment of W. M. Adams, of Sprague Electric Company, as chairman of the RTMA export committee. He succeeds V. S. Mameyeff, of the Raytheon Manufacturing Company. Meade Brunet, RCA International Division, was appointed vice-chairman of the committee.

MONROE TO AID 'MARILYN' DISK

NEW YORK, Sept. 6.—Ray Anthony's new disking of "Marilyn" for Capitol will be given a strong promotional assist by Marilyn Monroe, to whom the ditty was dedicated. The gal will help out by putting in personal calls to key deejays, and her vocal pleas for spin consideration are not expected to do the waxing any harm. Publisher Abe Mogull is also having some 50,000 gum-backed photos of the actress distributed to juke box operators.

Miller Firm Expands Its Varied Operations

CHICAGO, Sept. 6 — M. A. Miller Manufacturing Company, manufacturer of phono needles, has completed the building of a new and larger factory in Libertyville, Ill. Replacement and Carillon dynamic conventional needles will be produced at the new plant.

At the same time the firm introduced a new sales aid for use by record store personnel in the form of labels which immediately identify the needle and phono it fits and includes an illustration of the needle. Label will be used on needle containers displayed on the Miller counter dispenser unit.

S-B Launches Plan

• Continued from page 18

scripts written by Dick Rogers. The scripts were chosen with an eye toward easy, cheap production—production well within the capacity of independent TV outlets. Some scripts were rewritten four times in order that this goal might be attained.

Visual Appeal

In general, all the tunes included were chosen for visual appeal as well as their general excellence as song material.

The book, in addition to its obvious use for TV producers, agencies, etc., is designed to be useful as a radio reference book.

According to Louis Bernstein, the Shapiro-Bernstein Song Book will be the first of the firm's publications slanted directly for the TV medium.

Publication of the tome by S-B is of top drawer interest to other publishing houses. It is expected that leading ASCAP firms will follow the lead of S-B. This will make the song merchandising picture very competitive in the TV market. BMI publishers who participate in the Sketch Book pay the cost of the scripts ($50 for two scripts per tune) and furnish BMI with 800 professional copies to insert in the supplements. BMI handles the printing, distribution, etc.

The Shapiro-Bernstein operation, of course, is an operation of that firm alone.

Legal Payola!

• Continued from page 20

Frankenstein for the industry." One dubbed it as "explosive." Another pointed out that it could place a publisher in a difficult position with record companies by plugging one recorded version of a tune over another. Several mentioned that they have song-pluggers on the payroll. "Why should we pay for plugs in another way?" said one. These also questioned the legality of the whole thing because of the clause in their contract with the song-pluggers' union outlawing paid plugs. When interrogated on this point, Bob Miller, chief of the Music Publishers' Contact Employees, said that as he understood the plan it was definitely in violation of the union's contract with publishers.

• Total Sides for Week Released by Each Label

(These totals do not include P.D. Tunes)

Week Ending September 6

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	12	—	—
COLUMBIA	14	10	2
DECCA	16	4	—
MERCURY	1	—	2
MGM	No Releases This Week	No Releases This Week	
RCA	6	4	4

• Total Number of Sides Released by Each Label

(These totals do not include P.D. Tunes)

January 1, 1952, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	409	134	—
COLUMBIA	231	148	79
DECCA	472	120	56
MERCURY	221	63	64
MGM	267	93	8
RCA	346	145	109

RIAA Disk Festival Set for Hartford

NEW YORK, Sept. 6. — Plans for the Record Industry Association of America's record festival in Hartford, Conn. (The Billboard, September 6) are rapidly being crystallized, with the opening event slated for Tuesday, September 30. Packaged under the umbrella of the "Greater Hartford Record Festival," the promotion is an experiment to see whether such a project can work for the benefit of the record industry.

To date the overall program, which will last for five days, has been blocked out, and now the manifold details are being worked out. One of the more important is getting representative artists.

The project will open with evening of classical music featuring the Hartford Symphony Orchestra, as well as a number of outstanding classical recording artists. The following evening (October 1), the accent will be on hillbilly, folk and polka music. Thursday night has been held open because stores are open that evening.

On Friday, the focus will shift to pop, rhythm and blues, and hot jazz. A children's matinee has been set for Saturday, with Capitol's Bozo and Decca narrator Frank Luther on hand to entertain. In addition, a seminar for parents and teachers is scheduled for that day on the subject of recorded music from an educational standpoint.

The events will be held in the 3,300-seat Bushnell Memorial Auditorium. The kiddie session and the seminar will open to all, with an admission charge being levied for the three evenings of entertainment. Proceeds will be split between the Hartford Symphony and the underprivileged children's camps operated by the city's two newspapers. The latter are co-sponsoring the festival.

Promotion Plans

Every possible means of building civic interest and excitement about the event is being explored. Present plans call for record dealer window contests, consumer contests for the oldest record and for the most ancient phono. Artists will plug the event in advance, via recorded and personal deejay visits. Decals are being prepared for placement on juke boxes; streamers will be available for stores. Phono manufacturers, thru their association, will make promotional merchandise available to stores as a means of hyping consumer sales interest during the festival. Other methods of exploitation are being worked out.

Warren S. Freeman, former dean of music at Boston University, has been retained by the RIAA to handle the staging of the project. Freeman recently conducted a successful festival in Boston.

Tempo Disk Gets Original Callaghan

HOLLYWOOD, Sept. 6.—"Meet Mr. Callaghan" which is causing such a stir and perhaps to become the biggest instrumental tune to come out of Europe since "The Third Man Theme" has been acquired in its original performance by Tempo Records. The Tempo recording is by Frank Chacksfield's orchestra which plays the tune in the London play, "Peter Cheyney" at the London Garrick Theater.

This was recorded in London by Oriole Records, which is Tempo's London affiliate. Tempo's deal with Oriole is on a reciprocal basis. "Callaghan" is published by David Toff, who is a cousin of Maurice Levy, head of Oriole Records.

"Peter Cheyney," Edgar Wallace's play, is a mystery and the interesting angle is that many people who are trying to prepare lyrics for this tune are unknowingly trying to make a love ballad out of it when actually it stems from a murder mystery setting.

United Appoints Africa Distrib

CHICAGO, Sept. 6. — Lew Simpkins, head of United and States Records and Pamlee Publishing Company, recently appointed Record Industries, Ltd., to represent all three lines in Johannesburg, South Africa, in one of the biggest transactions of its kind ever made by a local indie. Under terms of the agreement, Simpkins will supply Record Industries with masters on new releases as well as sheet music from the pubbery, with the South Africa firm making the disk pressings for distribution thru that country.

Pamlee is a comparatively new venture with Simpkins, and has just issued its first major sheet music printing on a plug tune, "Night Train."

In order to accommodate the stepped-up publishing program and the recently-formed State label, Simpkins has added several thousand feet of floor space to his headquarters.

Hocus-Pocus

By BILL SACHS

EDGAR BERGEN and his companion, friend and co-worker, **Jim Sherman**, together with two cameramen and 1,200 pounds of movie equipment, flew out from Los Angeles Thursday, August 21, for **Percy Abbott's** Magic Get-Together held at Colon, Mich., August 20-23. Arriving at the Chicago airport, they switched to autos for the journey to Colon, arriving there at 11:30 p.m. Thursday. They were greeted upon their arrival there by **Percy** and **Gladys Abbott**, some 500 visiting magicians and an untold number of townspeople. Bergen and Sherman made up their minds to make the journey about two days before leaving L. A. Bergen thought it would be a great idea to do a picture story around the Abbott convention and weave it into a 30-minute television show. His contract with his new sponsor, the Hudnut Company, calls for four TV shows during the season. In two days, working virtually around the clock with his writers, Bergen whipped up a story line and shooting script for the show. Bergen and his associates were up early Friday morning (22) and began shooting scenes with the co-operation of the Colon townfolk and such magical experts as **Gene Gordon, Lester Lake, Bill Neff, Leslie P. Guest, Doc Harlan Tarbell, J. E. Whalen, Eddie Hudson, Johnnie Platt** and others. They shot scenes all day Friday and Saturday. At the Saturday night show, Sherman was drafted by Abbott to emsee the proceedings, on which, of course, Bergen was featured. And from all reports, Edgar knocked them completely out of the box with a hilarious and entertaining session. At the Friday night show, **Neil Foster** is reported to have captured the honors with an outstanding performance. The Abbott get-together panned out the usual mammoth success, with Percy turning away some 500 nightly from the big top. Bergen, Sherman and party arrived back in Los Angeles by plane Monday (25).

WELL OVER 100 magicians, magic dealers and mystery enthusiasts attended the 21st Annual Southeastern Magicians' Convention held at the Andrew Jackson Hotel, Nashville, August 15-16, and dedicated to **T. J. Crawford**, dean of Southern magi. A pre-convention gathering Thursday (14) was held at the new home of **Jimmy Sanders**, president of the Southern magi, with the latter playing host in bang-up fashion. The Night Before Party was held Friday (15), with the various delegates entertaining extemporaneously. On Saturday morning a show was presented for underprivileged children at Wesley House, with the following showing their wares: **Jimmy Sanders, Marie Murphy, Walter T. Harper, Charles Bingham, Barbara Bailey** and **Paul Smith**. A close-up session Saturday afternoon, with **V. E. Carutti** as chairman, was headed up by **Goodlette Dodson, Jewell K. Watson, Satina, Jimmy Sanders, Julian V. Boehm, R. C. Buff** and **Larry Knecht**. The banquet Saturday evening was followed by a show open to the public at War Memorial Building, which attracted a capacity crowd of 2,500. On the program were **E. J. Jordan**, emsee; **Frank Bobo, Praston, R. C. Buff, Fortner, Coke Cecil, Goodlette Dodson, Jewell K. Watson, Paul Smith, Thomas W. Thomson, Barbara Bailey** and **Howard Robinson**. The **John S. Van Gilder** Award for the best performed trick at the convention was won by **Brandene**, of Birmingham, Ala. The Southeastern Magicians succeeded in putting out an attractive 48 page program for the two-day event. Coke Cecil succeeded Jimmy Sanders as president of the organization, and Cecil's hometown, High Point, N. C., was selected as the 1953 convention city. The 81-year-old T. J. Crawford, who was honored by the gathering, has been ill for several months and was unable to be present at the convention.

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Copacabana

• Continued from page 16

hillbilly thing with some very good lyrics, for an immediate, good reaction. But after her opening tune she went steadily downhill. Miss D showed in two previous jobs.

However, material and not ballads or over-arranged things, is what she needs. Her "Wish You Were Here" was meaningless. A song, using showbiz names as a framework for an interrupted medley of standards, was ingenious. But Miss D hasn't the voice for it. She came back with "Old Soft Shoe," using Peter Birch for a couple of bars. Birch is a wonderful dancer. What he's doing in the act was a mystery.

If Miss D wanted to prove she couldn't dance, she couldn't have used a better partner to demonstrate it. The gal finally finished with a special, "It's the Same Thing," which was about as subtle as a hammer blow. Joe E. Lewis can do such numbers and get laughs. Miss D, by comparison, became a road company Lewis—and very tasteless one.

The dance team of Lynn and Barclift were completely delightful ballet-story-dance-sellers. The slim, attractive blonde, and the dark slender lad did three numbers with various costume changes. The gal threw the talking burdens on the boy, which tended to slow up things. But it was their dancing and choreographical interpretations that made them outstanding. Actually, however, the team would be more suitable for hotel rooms than on a show headed by Joe E. Lewis.

A new boy singer, Ray Steele, a tall, husky lad with a fine set of bary pipes, did an excellent job in the productions. Rita Tanno, a little brunette girl dancer (also sang a few bars pleasantly), moved around beautifully with a quick nervous grace.

The productions were lavish. The first one had the kids in luxurious black and white fur stoles, with black and white gowns and accessories. The second was a carnival number with peek-a-boo masks.

The Joan Edwards-Lynn Duddy music and lyrics were pleasant, with two numbers (not a bad average—two out of three) being particularly good. These were "I'm in Love Again" and "Widow from Amarillo."

The Mike Durso band did a magnificent show backing job. Frank Marti's Latin outfit did an equally good relief job.

Bill Smith.

Chicago, Chi.

• Continued from page 15

Al Bernie, also last in at the Chez, who could top any other bill on his own. Bernie has made few changes in his nitery routine, altho a few of the gags could be eliminated for theater work. But he proves himself a real technician, building from his stories into his satirical take-offs on the drama, then closing with a few parodies on current songs, including a Johnnie Ray take-off. Here, too, Bernie earned a heavy mitt, with only Daniel's appearance cutting it short.

The Arnauts, a novelty trio, clicked with their girl bird number, especially with the youngsters in the crowded house. Act has been seen around here a number of times but still retains a flavor for its audience.

Opener, the Three Holidays, proved a pleasant surprise. Three fellows have worked up some good routines, handle a few bars of unison chanting in their presentation and have a good closer in a medley wherein they don railroad engineer garb and dance thru three tunes.

Louis Basil and his band cut the show, doing an especially good job with the Daniels book. Basil again gets the nod as emsee.

Norman Weiser.

Mocambo, Hwd.

• Continued from page 15

in Peruvian garb, does two numbers at a midway point in the 40-minute show. Miss Sumac, tho she does all numbers in Peruvian because of her terrific range, gets rapt attention. She has several light, up-tempo ditties which show off a phase of her versatility not yet put down on wax, but which should be disked as singles. Opening night crowd was equal to the year's record-breaker accorded to Joe E. Lewis recently.

Realizing that the musical backing must be perfect to realize the full impact of the Sumac pipes, Eddy Oliver's band did extra rehearsing and their opening night interpretation of the difficult music was tops. Alex Alexander is Miss Sumac's fine conductor.

Johnny Sippel.

Roxy, New York

• Continued from page 15

lic doesn't want to be disillusioned about showbiz. It prefers to believe that talent and glamour are basic essentials. Gal finally finished with an oldie "You Made Me Love You."

George DeWitt is an ingratiating lad. The fact that much of his chatter didn't register for the first few minutes didn't discourage him. He kept punching and finally got them.

Pic, "Monkey Business."

Bill Smith.

Charley Foy's

• Continued from page 16

top-caliber and deserves more attention. Lad had the house rocking consistently, using current events nationally and locally to weld his act together. His finale, with the waiters and kitchen help taking the stage, took him off to a good palming.

Johnny Sippel.

Burlesque Bits

By UNO

Primrose Semon is recovering from an operation in the Hotel Bryant, New York. . . . **Hal Gould Jr.**, former booker, is now public relations counsel for Seacrest Productions, Inc., of which **F. Herbert Fog** is prexy. The firm is shooting in Newport, R. I., a series of modern sea adventure films in sequel form under the name of "Captain Banner" for TV, produced and directed by **J. Doten** and packaged for **William Morris**. Cast includes **Carol Ohmart, Charles Cooper, Mika O'Dowd, Rex Everhart** and **Bill Greaves**. . . . **Mer-Shen** (Marshe Blue) returned to New York niteries thru **Mickey Owens**, following six weeks of vacation in Bar Harbor, Me. . . . **Stanley Montfort**, straight man, is back at the Rialto, Chicago, from a vacation spent in California. While in North Hollywood he served as a replacement at **Charlie Murray's** Zomba nitery where co-principals were **Jack Mann, Billy Reed, Ray Parsons, Donna Prince, Doloras DeLey** and **Mimi Reed**. Other Rialto stock personnel comprise **Joe DeRita, Waunete Bates, Eddy Ennis, Bobby Goodman, Gloria Love, Nanette Nevares, Leah Wynn, Barbara Lee, Irma** and a line of 16 girls under direction of **Chuck Gregory**. . . . **Yvette Dare** and her macaw annexed a three-page illustrated story in "People, Today," a bi-weekly of September 10, published by Hillman Periodicals, Inc., and for which **Sid Bakall** is production manager. Other burleskers accorded space in same issue were **Dagmar** and **Roxanne**. . . . **Jack Murray, Lilly** and **Bill Roder**, house singer, are new at **Bob Bigg's** New Follies, Los Angeles.

Cy Walker, who sold his Drive-In theater in Hollywood, Fla., to confine his attentions to his three liquor and night club interests in the same town and Miami, was a visitor in New York last week on his way to Chicago. . . . **Joan Kartar**, tapster, moved from the Miami Club, St. George, Staten Island, N. Y., to the Shore Road nitery, Brooklyn, September 1, and **Ethel Paul**, vocalist, after an all-summer stay at the Grand Mountain Hotel, Greenfield Park, N. Y., goes to the Wivel, New York, September 15 thru **Harry Dell**. . . . Current cast at the Gayety, Norfolk, includes **Bob Collins, Harry Bentley, Ned Crane, Mary Jane Parker, Sharon Roberts, Lynde Lynn** from Tony Pastor's, New York, **Joan Teroni**, from the chorus at the Hudson, Union City, N. J., and **Jai-Lete**, feature. **Harry Lander** and **Abe Gore** follow. . . . **Robert Winkler**, who fell from a ladder while adjusting a marquee change at the Old Follies, Los Angeles, and was under treatment for two weeks at the Queen of Angels Hospital, is back on the job. **Ralph Nawton** took over in Winkler's absence. . . . Municipal Judge **Carl H. Allen** in San Francisco last week, dismissed charges against six strippers and the manager and stage manager of the Downtown Theater, arrested in a police raid on the house recently, on the grounds of insufficient evidence. Defendants were **Gay Dawn, Candy Renee, Marlene King, Janey Greene, Eve Sessin, Ruby Reed**, strippers; **Herbert Harris**, house manager, and **Harmie Rosanthal**, stage manager. Meanwhile, District Attorney **Thomas Lynch** remains undecided whether to proceed against eight other strips and three men arrested at the Princess Theater the same night. . . . **Raven**, bubble bath dancer, after being headlined all summer at Coney Island, N. Y., joins the **O. C. Buck** Shows. With her goes a new gondola-shaped tub that will spout perfumed bubbles.

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ARENAS & AUDITORIUMS

NEWS NUGGETS

Mounties to Play West Coast Cities

SAN FRANCISCO — The Royal Canadian Mounted Police Musical Ride drill troop will appear at the Cow Palace here for the Grand National Livestock Exposition, Horse Show and Rodeo for 10 days, starting October 31. Nye Wilson, secretary-manager of the Cow Palace, said the troop last appeared in California in 1939, when it was the top single gate draw that year at the San Francisco World's Fair. Wilson Meyer, Cow Palace veepee, went to the Canadian Embassy at Washington to urge this year's tour. The troop also will perform at Portland and Los Angeles on this trip.

HERB CARLIN ASSISTS HENIE PRESS STAFF . . .

CHICAGO — Dick Falk, who handles press promotion for the Sonja Henie icer, this week signed Herb Carlin, local aud-arena promoter, to take over thru the show's run here. He moved on to handle other cities on the route but no indication was given as to future dates for the show.

ROY ROGERS BOOKED AT MEMPHIS AUD . . .

NEW HAVEN, Conn. — Attendance of about 35,000 is anticipated for the New Haven Register's Home Show which opens at Nathan Podoloff's New Haven Arena Monday (8) for six days. The 15th New Haven Antiques Show will run October 1-4. Italian crown jewels will be among the displays. The show has drawn more than 10,000 in each of the past five years. Milton Cottler is director for both expositions.

OTTAWA HALL BOUGHT; REBUILDING PLANNED . . .

OTTAWA—Standish Hall bere has been purchased by J. P. Maloney, who will spend nearly $1,000,000 rebuilding the structure. A fire in 1951 damaged the hall, then owned by the Cologne Brothers. A musician in Louis Armstrong's band was burned to death in the fire.

A strict show policy will be adopted Seats for 2,500 persons will be available. Rose Murphy and Ralpb Flannagan recently played in the undamaged portion.

ARMY MANUAL INCLUDES MAINTENANCE TIPS . . .

VICKSBURG, Miss.—Auditorium managers may pick up tips on building maintenance from an Army technical manual designated as No. TM-5-609, according to A. C. Strickland, manager of the new Municipal Auditorium here.

HAZARD, KY., OPENS NEW 2,500-SEATER . . .

HAZARD, Ky. — Memorial Gymnasium, Inc., is available now for attractions here, Manager James Candill announced. The new building seats 2,500, with room for an additional 1,000 standees.

TOLEDO DATES LISTED FOR ICER, "BIGGEST" . . .

TOLEDO — Sports Arena bere will have the "Biggest Show of '52," with King Cole, Stan Kenton and Sarah Vaughan, on October 25. "Holiday on Ice" will play the building November 22-30. The Watcbtower Bible Society will have a convention in the Arena September 5-7.

Button Turns Pro; to Star in Ice Capades

NEW YORK, Sept. 6. — Dick Button, twice an Olympic figure skating champion, turned professional Thursday (28), when be signed a $150,000 contract for limited appearances with the "Ice Capades of 1953." The 22-year-old Harvard law student will make his salaried debut with that show in Madison Square Garden September 11. Button is now in Atlantic City rehearsing.

Following the Garden run, which ends September 21, Button will headline the show in Pittsburgh, Boston, and wherever it may be during the Christmas and Easter holidays, according to general manager, Norman Frescott.

Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building The increased availability of large attractions and package shows hinges upon the number and quality of local promoters That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area Send us the names of the promoters in your territory Write Arena-Auditorium Department, The Billboard 188 W Randolph St., Chicago 1 Illinois

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LOST COSTUMES FOUND-SHOW ON

PHILADELPHIA, Sept. 6. —John Harris, producer of Ice-Capades revue which closed here recently, had to call on local police to solve the mystery of the missing costumes. Two outfits, each valued at $1,000 and which were needed for the finale, were lost somewhere between the railroad station and Convention Hall. After the performance had gotten under way, a man called the police saying he'd found a huge box in a local high school. The cops picked up the mysterious box, brought it to headquarters and opened it. It had the missing costumes in it! A radio police crew rushed them over to the hall in time for the show's finale.

Wild Horse Race Skedded For Garden

NEW YORK, Sept. 6.—A total of $8,400 will be awarded as prizes for the wild horse race to be held at the World's Championship Rodeo which gets underway at Madison Square Garden September 24. Frank Moore, of the Garden, said that the Rodeo Cowboys Association bad approved the event.

Moore said that prize money now totals $100,800 for the 43 rodeo performances, which will run nightly thru October 19, with matinees on Wednesdays, Fridays, Saturdays, Sundays and October 13.

Preston Foster to Head MCA Coast-Coast Package

CHICAGO, Sept. 6.—Preston Foster, motion picture actor who has been playing auds and arenas as well as fair dates this summer, will take out a special package on a cross-country tour in November, with McConkey Artists Corporation handling the bookings.

Agency has already started setting dates out of California, where Foster will be working in a picture thru the end of October. Complete package will not be picked by MAC, bowever, until after the route has been set. Phil Levant is setting up the tour.

Move is the first major start in the aud-arena field by MAC, which has been active, however, in booking packages in some sections of the country. Office, in recent months, has set the Arthur Lake package for both auds and fair dates. It is also working on Henry Busse dates, altho the Busse package which moves out later this fall in Michigan will not be promoted by that office.

Foster, who features folk music and stories in his current act, will continue with the same type routine for the November tour, working with his wife, who is also a singer. A two-hour show will be built around the pair. The tour is expected to wind up on the East Coast late in December.

Vicksburg Aud Sets Concert, Legit, W. King

VICKSBURG, Miss., Sept. 6.—Vicksburg Municipal Auditorium swung into its first full season this week with the opening of a local talent show. Manager A. C. Strickland outlined the schedule of upcoming events.

Jose Iturbi will give a concert October 9. A concert also is set for October 11 but the attraction has not been announced. Wayne King will be in for October 15 and Mutual Broadcasting System's "Take a Number" show will play the building November 6.

"Mister Roberts" is booked for December 30, Strickland reported, and "Oklahoma!" will be in for February 25-26. Concerts are scheduled for January, February and March dates.

Only major show to play the new building last season was Guy Lombardo, who played to a sellout in April. "Symphony on Ice" drew three-quarters of capacity on a rainy two-day stand during the summer.

Canton Books Full Schedule For 2d Year

CANTON, O., Sept. 6.—Canton Memorial Auditorium's second season will get underway September 30 with a 100-display food show and the year promises to exceed the 1951 schedule of shows, Manager Ralph Smith said tbis week.

LCL Presentations, Inc., again will promote a series of events in the building. These will include Charles L. Wagner's "Carmen," October 17; "Mister Roberts," October 27; "Gentlemen Prefer Blondes," October 6-8; "Holiday on Ice," November 15-21, and First Drama Quartet, December 6. Polack Bros.' Circus will appear under Shrine auspices April 16-18.

Leo Fredricks, formerly with the Zigfield "Follies," has been signed to present a show twice daily at the food show. Acts will include Three Sidneys, unicyclists; Paul Koehler, xylophone; Reddingtons, trampoline; Jesse, James and Cornell, dancers, and the Marshino Troupe, acrobats.

Smith said plans are being made to repeat the Halloween party which attracted more than 9,000 last year. Personal appearances of Roy Rogers and Guy Lombardo are possibilities.

TV-Film Buying Guide

● *Continued from page 13*

Series Name	Length in Minutes	No. Release Available	Videodex Ratings
Thrill of Your Life	30	13	
Worlds of Adventure	15	13	
The Unexpected	30	52	

Thrill of Your Life . . .30. . .13. . . .
Dist.: Louis Weiss & Co.
CURRENTLY SHOWING IN: None.

Worlds of Adventure . .15. . .13. . . .
Dist.: United Television Programs
CURRENTLY SHOWING IN: None.

The Unexpected . . . . .30. . .52
Dist.: Ziv Television Productions
ATLANTA (3 stations)*
BALTIMORE (3 stations)
WBAL, 10:30-11, Mon.
July Videodex Rating 11.0
(Previous Month's Rating ....9.9)
Videodex Rating of
Prec. Show: Robert Montgomery 23.4
Opposition Shows, 10:30-11:
WMAR—Summer Theater 11.5
WAAM—Boxing, Playhouse Thirteen ... 6.9
BUFFALO (1 station)
WBEN, Midnight-12:30, Fri.
July Videodex Rating 20.0
(Previous Month's Rating ....18.5)
Videodex Rating of
Prec. Show: Racket Squad 23.5
CHARLOTTE (1 station)
WBTV, 8-8:30, Tues.
July Videodex Rating 31.5
Videodex Rating of
Prec. Show: '48 GOP 14.8
CINCINNATI (3 stations)
WKRC, 8-8:30, Wed.
July Videodex Rating 6.5
(Previous Month's Rating ....9.5)
Videodex Rating of
Prec. Show: Godfrey & Friends 17.7
Opposition Shows, 8-8:30:
WLWT—Kraft Theater 8.7
WCPO—Strike It Rich 9.0
CLEVELAND (3 stations)
WEWS, 10:30-11, Sun.
July Videodex Rating 8.4
(Previous Month's Rating ....6.2)
Videodex Rating of
Prec. Show: Celebrity Time 12.5
Opposition Shows, 10:30-11:
WNBK—American Forum 1.2
WXEL—What's My Line 25.3
COLUMBUS (3 stations)
WBNS, 9:30-10, Tues.
July Videodex Rating 19.9
(Previous Month's Rating 17.11
Videodex Rating of
Prec. Show: Danger 24.2
Opposition Shows, 9:30-10:
WLWC — Baseball 13.9
WTVN—Mr. & Mrs. Eels, Film Short... .5
DALLAS-FORT WORTH (3 stations)*
DAYTON (2 stations)
WHIO, 9:30-10, Thurs.
July Videodex Rating 20.3
(Previous Month's Rating ....8.2)
Videodex Rating of
Prec. Show. Racket Squad 21.2
Opposition Show, 9:30-10:
WLWD—Barn Dance Capers 8.8
DETROIT (3 stations)
WJBK, 9:30-10, Tues.
July Videodex Rating 18.0
(Previous Month's Rating ..20.5)
Videodex Rating of
Prec. Show: Danger 18.2
Opposition Shows, 9:30-10:
WWJ—Amateur Hour, Film 11.5
WXYZ—Film Shorts 3.1
LOS ANGELES (7 stations)
KECA, 8:30-9, Fri.
July Videodex Rating 10.7
(Previous Month's Rating ....8.4)
Videodex Rating of
Prec. Show: Mystery Theater 9.6
Opposition Shows, 8:30-9:
KNXT — Mama 6.4
KNBH—Tex Williams, Those Two 2.1
KTLA—The Islander Show 5.1
KHJ — Baseball 9.4
KTTV—Without Fear 3.0
KLAC — Wrestling 11.9
NEW YORK (7 stations)
WNBT, 10:30-11, Wed.
July Videodex Rating 5.2
(Previous Month's Rating ....5.0)
Videodex Rating of
Prec. Show: TV News Conference 3.8
Opposition Shows, 10:30-11:
WCBS—Blue Ribbon Bouts, Sports Spot 8.6
WABD—International Playhouse 7.6
WJZ — Wrestling 5.6
WOR—Harness Racing 4
WPIX—Telepix Newsreel, News and Weather 1.2
WATV—Western Film 4
PHILADELPHIA (3 stations)*
ST. LOUIS (1 station)
KSD, 11:30-Midnight, Fri.
July Videodex Rating 8.5
(Previous Month's Rating ....9.5)
Videodex Rating of
Prec. Show: Beat the Clock 16.5
TOLEDO (1 station)
WSPD, 10-10:30, Wed.
July Videodex Rating 20.5
Videodex Rating of
Prec. Show: Sports Spot 24.5
ALSO CURRENTLY SHOWING IN: Binghamton, Birmingham, Bloomington, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Memphis, Miami, New Haven, New Orleans, Norfolk, Rochester, San Francisco, Schnectady, Seattle, Syracuse.*a

Dramatic & Musical Routes

Bagels and Yox: (Shubert) Boston, Sept. 7-14.
Bell, Book and Candle: (Mayfair) Portland, Ore., Sept. 8-12.
Call Me Madam: (Capitol) Salt Lake City, Sept. 8-8; (Auditorium) Denver, Sept. 11-13.
Country Girl: (Geary) San Francisco.
Four Poster: (Metropolitan) Seattle, Sept. 8-13.
Good Night Ladies: (Erlanger) Philadelphia.
Guys and Dolls: (Shubert) Chicago.
I Am a Camera: (Cass) Detroit.
Jollyanna: (Philharmonic Auditorium) Los Angeles.
Moon Is Blue: (Biltmore) Los Angeles.
Oklahoma: (Lincoln) Trenton, N. J., Sept. 8-8; (Majestic) Perth Amboy, N. J., 10-11; (Court Square) Springfield, Mass., 12-13.
South Pacific: (Russ Auditorium) San Diego.
Stalag 17: (Erlanger) Chicago.

Fort Wayne's First Package Set for Oct. 15

FORT WAYNE, Ind., Sept. 6.—John Apt, operator of the Prom Terrace Ballroom here, and promoter of aud-arena package shows thruout the Midwest, this week set the Billy Eckstine, Count Basie, George Shearing package for this city's new Memorial Coliseum. Show will play a one-nighter October 15, with Apt promoting what will be the first major talent package to play on the stage of the 10,000 seat location.

Following the signing of the October 15 promotion, Apt said he was looking for additional unit attractions for similar promotions here in the Coliseum.

PROMOTERS

Get on our Mailing List Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas, we can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Roadshow Rep

J. W. MESERVE advises from Portland, Me., that be liked the notes in this corner which referred to Maine topics of the past and present. He says that **James Garrity**, of Portland, operated one of the few show-boats that have been promoted on the Atlantic Coast. "This was at the turn of the century, Meserve says. "We have had some quaint showmen in the past in Maine. There was **Prince Wentworth**, old-time trick fiddler, and the Negro stroller showman and entertainer, **Professor Baker**, who hailed from Topsham. Rockland, Me., was a beehive of activity at one time and was the home town of the old wagon show, The Great Eastern Show. There was **Price Webber**, whose wife was credited with one of the top portrayals of the leading feminine role in "East Lynn." This was her role in Webber's 10-20-30 rep show. **Freddie Kanno** was a native of Rockland, which was a favorite town for small shows to open in as the old Farwell Opera House always was available to rehearse in. **Dick Marts**, one of the first old-timers to play small Maine towns, came from Camden, and his son, **Al Marts**, also was raised there. Billy **Lincoln**, who probably holds all records for promoting small road-shows, spent his early life in Lewistown."

ERNEST FREELS comes thru with the following from Baker, Ore.: "Have been doing only fair with my platform show because of the hot weather here. I met **Leroy Philips** recently. He dates back to being the oldest traveling showman in this sector. He works a combination show from a trailer platform. His wife and son assist him. They carry a raft of religious books and literature that Philips sells to people who have become his friends over the years. They wait for him. He comes up every spring from California and covers most of the towns along the Power River region and some seasons he gets up as far as Walla Walla, Wash. Philips says, 'You've got to know this country and can't come in a stranger and tear off business from the start. They are good people, but they look askance at strangers. Once they know you they are loyal.' Philips has some of his sales stock shipped to him at different points. When Leroy first came thru here he had **Henry Forkin** as a partner. Forkin provided the music. He is living in retirement now and spends most of his summers in Reno and his winters in Los Angeles. In his youth, Philips traveled with Gus **Hill's** roadshows on one-night stands."

J. F. (JIGGER) HARWORTH pens from Fort Worth that he read with much interest **Roy Farnsworth's** note and that he agrees with Farnsworth. "Roy and I were with one of Gilmivan shows," Harworth says. "He's right about rep shows paying no attention to the bills they played. I had a good chance to know this since I was with the Chicago Play Bureau for two years. They would never pay anything but small money for their entertainment and this gave them only mediocre plays. In fact, most of them wanted to stand the play broker off until they got their shows going. We would send out plays and find out that after some manager had them one season a dozen or more had them the next season. Performers carried the scripts from one show to another. They helped kill themselves and thought they were outsmarting some one. But they were only losing a chance to go higher in show business. I recall that in Texas alone one season there were 30 tent-rep shows. **Bill Bruno** had it right when he said, 'You can't paint a house without paint. Water won't do it and the same thing applies to showbiz. In any branch of it you've got to have the best material. The only way to get the best is to buy it. Any performer who tries to do the performing and also do the writing of his material will go lower instead of higher.' I believe that Bruno had something there."

AOW Kick-Off Of Racing at Paterson Arena

ELIZABETH, N. J., Sept. 6.—Preparations are going forward at headquarters of the America on Wheels chain of rinks here for the October 11 kick-off of the AOW racing league at Paterson (N. J.) Arena. According to Jack Edwards, chain director of racing, the league's seventh season is expected to surpass all others in participation and popularity.

More than 400 applications sent out to prospective participants in racing in the Northern division are beginning to arrive at headquarters. Each club will be limited to 20 members.

New to the league this year will be a club representing the chain's new roller rink at Peekskill, N. Y. Peekskill will host its first speed contests November 8. Opening of racing by the chain's Southern division will be announced at a later date, said Edwards.

Returning to the league will be the Florham Park (N. J.) rink and Reading (Pa.) Rink. These skateries are not AOW rinks, but have participated in the chain's speed program in recent years. Entry fee is $1.

Fernwood Returns To Skating Policy

Dancing Limited to One Night a Week; Kids Cool to International Stuff

PEORIA, Ill., Sept. 6. — Oscar and Myrna Jellse's Fernwood Roller Gardens, operated three times weekly as a dancery during the past six months, returned to a roller skating policy August 22, reports Floor Manager E. A. Hunt. Since resuming skating the rink has been offering the roller attraction on Monday, Wednesday, Friday and Sunday nights and Sunday afternoons, with dancing on Saturday nights.

Mr. and Mrs. Jellse, who recently celebrated their 15th year in the roller skating business with a large party, have remodeled Fernwood Gardens. Additions include new rest rooms and new concession and skate counters. The spot has been given an over-all paint job and overhead decorations are expected to be up in a short time.

Monday night, usually considered a had business night for rinks, is new to this area, but it has been working out fairly well, said Hunt. A further pick-up in Monday night trade is expected by the Jellses after the operation becomes thoroly publicized.

"Roller skating, like other entertainment businesses, has suffered since outbreak of the Korean conflict because so many young men have been called to the colors," said Hunt. "As everyone knows, an operator must have both sexes as patrons to make the business a success because girls come to see the boys and the boys come to see the girls. One sex doesn't make the crowd."

Organist at Fernwood is Gus Gustafson, a TV, radio and night spot entertainer who is seen and heard over WOC-TV, Davenport, Ia.; WIRL, Peoria radio station, and at the Rose Room here. Hunt reports Gustafson to be an excellent entertainer who sings well and plays the organ and trumpet at the same time during his Wednesday night appearance at the rink.

"International roller dance skating is at a standstill at Fernwood," says Hunt. "There just isn't enough people interested in it at the present time to make an investment of time and money in it by the operators worth while. However, in time we hope that the crowd will eventually ask for it. We feel, as do most rink operators, that to keep a crowd interested one must teach them and work with them. That's the only thing that will make a business profitable in the long run. Skating is like any other business today. One must work harder than ever before to stay with it and be in the black."

Drivin' 'Round the Drive-Ins

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Roadshow Rep

J. W. MESERVE advises from Portland, Me., that he liked the notes in this corner which referred to Maine topics of the past and present. He says that **James Garrity**, of Portland, operated one of the few showboats that have been promoted on the Atlantic Coast. "This was at the turn of the century, Meserve says. "We bave had some quaint showmen in the past in Maine. There was **Prince Wentworth**, oldtime trick fiddler, and the Negro stroller showman and entertainer, **Professor Baker**, who hailed from Topsham. Rockland, Me., was a beehive of activity at one time and was the home town of the old wagon show, The Great Eastern Show. There was **Price Webber**, whose wife was credited with one of the top portrayals of the leading feminine role in "East Lynn." This was her role in Webber's 10-20-30 rep show. **Freddie Kanno** was a native of Rockland, which was a favorite town for small shows to open in as the old Farwell Opera House always was available to rehearse in. **Dick Martz**, one of the first old-timers to play small Maine towns, came from Camden, and his son, **Al Martz**, also was raised there. **Billy Lincoln**, who probably holds all records for promoting small roadshows, spent his early life in Lewistown."

ERNEST FREELS comes thru with the following from Baker, Ore.: "Have been doing only fair with my platform show because of the hot weather here. I met Leroy Philips recently. He dates back to being the oldest traveling showman in this sector. He works a combination show from a trailer platform. His wife and son assist him. They carry a raft of religious books and literature that Philips sells to people who have become his friends over the years. They wait for him. He comes up every spring from California and covers most of the towns along the Power River region and some seasons he gets up as far as Walla Walla, Wash. Philips says, 'You've got to know this country and can't come in a stranger and tear off business from the start. They are good people, but they look askance at strangers. Once they know you they are loyal.' Philips has some of his sales stock shipped to him at different points. When Leroy first came thru here he had **Henry Forkin** as a partner. Forkin provided the music. He is living in retirement now and spends most of his summers in Reno and his winters in Los Angeles. In his youth, Philips traveled with **Gus Hill's** roadshows on one-night stands."

J. F. (JICGER) HARWORTH pens from Fort Worth that he read with much interest **Roy Farnsworth's** note and that he agrees with Farnsworth. "Roy and I were with one of Giannivan shows," Harworth says. "He's right about rep shows paying no attention to the bills they played. I had a good chance to know this since I was with the Chicago Play Bureau for two years. They would never pay anything but small money for their entertainment and this gave them only mediocre plays. In fact, most of them wanted to stand the play broker off until they got their shows going. We would send out plays and find out that after some manager had them one season a dozen or more bad them the next season. Performers carried the scripts from one show to another. They helped kill themselves and thought they were outsmarting some one. But they were only losing a chance to go higher in show business. I recall that in Texas alone one season there were 30 tent-rep shows. **Bill Bruno** had it right when he said, 'You can't paint a house without paint. Water won't do it and the same thing applies to showbiz. In any branch of it you've got to have the best material. The only way to get the best is to buy it. Any performer who tries to do the performing and also do the writing of his material will go lower instead of higher.' I believe that Bruno had something there."

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AOW Kick-Off Of Racing at Paterson Arena

ELIZABETH, N. J., Sept. 6.—Preparations are going forward at headquarters of the America on Wheels chain of rinks here for the October 11 kick-off of the AOW racing league at Paterson (N. J.) Arena. According to Jack Edwards, chain director of racing, the league's seventh season is expected to surpass all others in participation and popularity.

More than 400 applications sent out to prospective participants in racing in the Northern division are beginning to arrive at headquarters. Each club will be limited to 20 members.

New to the league this year will be a club representing the chain's new roller rink at Peekskill, N. Y. Peekskill will host its first speed contests November 6. Opening of racing by the chain's Southern division will be announced at a later date, said Edwards.

Returning to the league will be the Florham Park (N. J.) rink and Reading (Pa.) Rink. These skateries are not AOW rinks, but have participated in the chain's speed program in recent years. Entry fee is $1.

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Fernwood Returns To Skating Policy

Dancing Limited to One Night a Week; Kids Cool to International Stuff

PEORIA, Ill., Sept. 6. — Oscar and Myrna Jellse's Fernwood Roller Gardens, operated three times weekly as a dancery during the past six months, returned to a roller skating policy August 22, reports Floor Manager E. A. Hunt. Since resuming skating the rink has been offering the roller attraction on Monday, Wednesday, Friday and Sunday nights and Sunday afternoons, with dancing on Saturday nights.

Mr. and Mrs. Jellse, who recently celebrated their 15th year in the roller skating business with a large party, have remodeled Fernwood Gardens. Additions include new rest rooms and new concession and skate counters. The spot has been given an over-all paint job and overhead decorations are expected to be up in a short time.

Monday night, usually considered a bad business night for rinks, is new to this area, but it has been working out fairly well, said Hunt. A further pick-up in Monday night trade is expected by the Jellses after the operation becomes thoroly publicized.

"Roller skating, like other entertainment businesses, has suffered since outbreak of the Korean conflict because so many young men have been called to the colors," said Hunt. "As everyone knows, an operator must have both sexes as patrons to make the business a success because girls come to see the boys and the boys come to see the girls. One sex doesn't make the crowd."

Organist at Fernwood is Gus Gustafson, a TV, radio and night spot entertainer who is seen and heard over WOC-TV, Davenport, Ia.; WIRL, Peoria radio station, and at the Rose Room here. Hunt reports Gustafson to be an excellent entertainer who sings well and plays the organ and trumpet at the same time during his Wednesday night appearance at the rink.

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Timonium Up 15% From '51 Despite Storm

TIMONIUM, Md., Sept. 6.—Despite a hurricane Labor Day, Maryland State Fair which opened here August 27 and closes today (6), reports attendance running 15 per cent ahead of 1951. Gross is up considerably more.

Opening-day crowds topped 13,000, about 2,000 ahead of 1951, while John Heil, fair manager, said that 60,000 were on the grounds Labor Day. General admission was 50 cents.

Pari-mutuel horse racing is running 15 per cent ahead of last year's figures and Heil thought the total take might top the $4,000,000 mark.

Midway

Ten major and 12 kiddie rides were booked, with Les Sponsler in charge of the midway. Concessionaires reported brisk business.

The platform show, booked thru Frank Melville, included the La Couture, high dive; Denny Dennis, unicycle; Lillian Witmack, horse act, and Brick Brothers, trampoline. Line was composed of eight local girls.

August 30 and today were listed as kiddie days, with a good crowd of youngsters present on the first day.

Concessionaire Dies on York Fairgrounds

YORK, Pa., Sept. 6.—Robert Krapzer, 47, veteran concessionaire, died on the York fairgrounds here Wednesday (3). He was stricken with a heart attack while he was setting up his frozen custard stand on the Morris Hannum Shows' midway in preparation for the York Fair which opens here Tuesday (9)

Krapzer has been a concessionaire for 25 years, the last six of which were spent with Hannum.

He is survived by his widow, Mrs. Mae Krapzer, and a daughter, Barbara Ann.

Mrs. Krapzer and Dave Hlay, manager of the custard stand, will fulfill commitments to operate at the York, Allentown and Bloomsburg fairs in Pennsylvania, and at the Columbia, Spartanburg and Anderson fairs in South Carolina.

The funeral will be held Monday (6) in York.

4 M-G-R Horses Rustled in N. J.

BRIDGEBORO, N. J., Sept. 6.—Four wooden horses were "rustled" from the Merry-Go-Round at Holiday Lakes Amusement Park near here Friday (5). Joseph Swarz, park superintendent, said three rolls of music also were taken.

He reasoned that an experienced ride hand, knowing how to remove the horses, was the culprit. Police were looking for a ride man who had applied for a job at the park shortly before the horses were missed.

Northampton a Winner Despite The Hurricane

NORTHAMPTON, Mass., Sept. 6.—Three-County Fair, which for the last two years has bad its opener washed out by rain, finally got a red one Sunday (31) when well over 10,000 entered the grounds. Labor Day, however, which saw better than 15,000 paid admissions during the morning, ended in a downpour, with a hurricane striking the area about 2 p.m.

Despite the wind and rain, the race program went off as skedded, and $172,000 passed thru the ticket cages. By Wednesday (3) the skies were bright and the total attendance for the week was expected to reach 60,000, about the same as last year. Total gross also was expected to tie last year's figure of $140,000, said John L. Banner, secretary. The fair closes today.

Midway was provided by Lagasse Amusement Company. Ward Beam's Thrill Show was the grandstand feature opening day and worked to good grosses. Admission for this show was a straight 50 cents. General gate price was 75 cents for adults, 50 cents for youngsters.

CNE'S FIRST 12 DAYS DRAWS BIG 2,307,000

Gate Runs 16,500 Ahead of 51; Get Record Biz

TORONTO, Sept. 6.—The Canadian National Exhibition pulled 2,307,000 persons thru Thursday (4), the 12th day of its 14-day run, to lead the '51 gate count to the same point last year by 16,500.

Indications were that the CNE would hold and possibly increase that lead. Friday's (5) weather was ideal and more of the same was predicted for today The big expo was given good weather every day this week except Thursday (4) when rain fell sporadically.

Thumping business has been scored in the huge grandstand at night. Grosses for the first 12 nights were up $16,500 over the same period last year. Additional chairs placed on the track enabled the grosses to climb. The night show, produced by Canadian Jack Arthur, has been given strong support by the local press.

The enormous stand is a sellout for tonight and tomorrow night's performances, and in all probability the track chairs will again be pressed into use, so that the increase in business over last year will be even greater than the $16,500 margin chalked up for the first 12 shows.

Matinee grandstand business is also up substantially. The show, which includes Jack Kochman's thrill units, circus acts booked in thru George A. Hamid, New York, and the Royal Canadian Mounted Police musical ride, may wind up a record for a matinee take here. The show played to capacity grandstands Saturday (30) and Labor Day and its other performances have been to crowds matching, if not exceeding the levels for the corresponding days last year.

Acts in the show are: Janet's circus, dog and pony act; Torelli's Circus, comedy mule with dog; Nio Yu and Ala Ming, tightwire artists; La Blonde Trio, high bar act; Winnie Colleano, high wire; Wong Brothers, bar act; Capt. Joe Hanson Jr. and elephants; Ferdinand and Jery, Roly Poly; The Donwallays, ladder and perch; The Three Sidneys, trick bicycle; Torelli's trick horses; The Shanghai Twins, balancing and acrobatics; Oriental Wongs, acrobatic and tumbling; The Fearless Stars, high acts; Aerial Winters, high act; Jacqueline Hurley, contortionist; Mia and Matti, contortionist; The Seven Tokayers teeterboard; The Leontines, high act; Allan Company, high act, and the Sky Comets, high act.

Also on the bill are the Do-Si-Ettes, group of Calgary youngsters in square dancing, and Clarence Nash, the voice of Donald Duck. Len Humphries, local rep for Hamid, emsees, with J. D. (Scotty) Wilson directing the band.

Ind. State Tops 1951 by 48,016 First Eight Days

Herb Shriner-Phil Harris Show Matches Hopes 60G 1950 Gross

INDIANAPOLIS, Sept. 6.—The centennial edition of the Indiana State Fair this week appeared a cinch to set up a new attendance record. Thru Thursday (4), eighth day of its lengthened 10-day run, the outside gate count stood at 605,246, a sharp increase over the 557,230 to the corresponding point last year, officials reported.

The fair's all-time gate mark of 627,573, was set in 1946 for eight days. With the Friday (5) and Saturday (6) count yet to be added to the 605,246, fair execs appeared confident that the '46 record would go by the boards.

In racking up the figures, two new one-day records were established. Saturday (30), when 74,488 came thru the outside gate, is a new record for that day and Sunday's (31) figure of 130,604 is also a new high.

Attractions Do Big

In addition to large crowds, the fair's grandstand and coliseum business is surpassing that of a year ago in most every instance. The big Hoosier Coliseum show, featuring Herb Shriner and Phil Harris, is reported to have matched the $60,000 grosses rung up by Bob Hope in '50 This year's attraction, which played the big building for four performances, far outgrossed the Dennis Day show last year, which was hard hit by exceptionally hot weather

Only show to be hurt by weather was the Barnes-Carruthers night grandstand show which was rained out Labor Day. Other than this one performance, however, the show consistently topped last year in both crowds and receipts. The Irish Horan auto thrill show, in its three performance over the week-end, beat last year's figures and fair officials reported the Saturday (30) and Sunday (31) turnouts set new records for the troupe.

Grand Circuit harness racing, with a cash purse of $196,000, proved to be stronger than ever as an attraction. Crowds turned out in record numbers for the six afternoons. Running races last week did not pull as expected, and one board member expressed the opinion that some other attraction would be substituted. The horse show, which followed the Shriner-Harris show into the Coliseum, went off

(Continued on page 35)

Sacramento Beats '51 First Seven Days

Weather Ranges Hot to Cold; Betting Rises; Jack Benny Packs Grandstand

By SAM ABBOTT

SACRAMENTO, Calif. Sept. 6.—Altho the weather has waxed hot and cold, the 1952 California State Fair was ahead of its '51 attendance figures by 7,000 at the end of the first seven days. Fair ends its 11-day run Sunday (7).

Since opening Thursday (26), the event has surpassed each of its comparable days except three. At the end of the seven days, the turnstile clickers numbered 512,016. Similarly, the pari-mutuel handle was ahead of last year with this year's total of $2,876,716. During the same period a year ago. $2,637,660 was wagered.

Mercury Hits 106

While the 11-day run has generally given the fair people a break-in period before the Labor Day week-end, this year found the opener and the holidays coming right together The excessively hot weather (about 106 degrees) depleted ice and food supplies over the holidays and fatigued the staff.

Cool weather came Thursday (4) with indications that the fairgoers would be in a better frame of mind to visit the event over the closing week-end.

The grandstand show, booked in by the Music Corporation of America, has had sellouts each night with a large advance sale accounting for the packed stands during the Jack Benny show. Benny was booked as the headliner after a prior deal with Tony Martin failed to materialize. Benny played thru Monday (1) with the Cycling Vilenaves, Tulara Lee, Wiere Brothers, Mazzone Abbott Dancers, and the Rudells on the bill. "Club Cugat," featuring Xavier Cugat and an orchestra of 30, opened Tuesday (2) to finish out the last six days of the fair. On his show are the Barrancos, Eddie Garson, Jow Wong, Los Gatos, Gene Sheldon,

(Continued on page 44)

RAIN CUTS GATE AT QUEBEC EXPO

Skating Vanities Dips Below '51 Increase

QUEBEC, Sept. 6.—The Quebec Provincial Exposition, despite rain on three days, was only slightly off its '51 attendance pace this week. Thru Thursday (4), sixth day of its nine-day run, a total of 176,436 patrons passed thru the front gate, compared with 178,829 to the same point last year.

Fair opened Friday (29) to rain, received more of the same on Monday, its usual big day, and again on Tuesday the skies opened up. Only casualty of the persistent rain was part of one afternoon's harness race program, which was postponed to another day.

"Skating Vanities" perennial attraction in the Coliseum, augmented this year by the addition of Olsen and Johnson, is also running a little behind a year ago. Up to and including Thursday night's performance, a total of 63,796 viewed the roller skate show against 69,412 last year

Attendance at the afternoon harness races is up and pari-mutuel handle, altho no official figures were announced, is proportionately bigger this year. Turnouts thru Thursday at the races aggregated 28,177 against 23,063 in '51.

Midway business, where Frank Conklin and J. P. (Jimmy) Sullivan have the rides, shows and concessions, is running ahead of last year, according to Conklin. Spending is up in all departments, altho no official figures were announced.

Demand for exhibit space was the largest on record, according to expo officials. Many times the amount of space available could be sold, they said, and the demand demonstrates the need for additional buildings. Livestock entries were exceptionally large and some classes set new all-time records.

New Site for Mineola Fair In the Offing

MINEOLA, N. Y., Sept. 6.—Officials of Mineola Fair announced recently that the 1952 event, September 9-13, would be the final one on the present premises.

Subsequent developments, officials declared this week, now give assurance that the fair will be continued in future years on a much larger site east of the present location. J. Alfred Valentine, president of Queens-Nassau Agricultural Society, said the move would be made if the county requires the present site for developments within the next year.

Keller Grosses Good But Not Up to Past Par

KELLER, Va., Sept. 6.—The 75th annual county fair here August 25-26, had the advantage of good weather, but business was a little off from that of last year.

Virginia Greater Shows midway attraction for the sixth straight year, racked up good returns Thursday (28) and Saturday (30), their closing day A carnival executive pointed out that a long grandstand show kept crowds off the midway

This year marked the diamond anniversary for the Eastern Shore event and to observe the occasion, a diamond ring was given away on the last day This helped greatly to bring out a large crowd. Other giveaways included bicycles for boys and girls. The daily drawing was held on the midway in front of the shows' office wagon

Kochman Unit Packs Houses At CNE Event

TORONTO, Sept. 6.—Surpassing by far the records set during the past four years, Jack Kochman's Hell Drivers racked up hefty grosses at the grandstand show at the Canadian National Exhibition, which closed today. The unit, feature attraction of the afternoon show, played its fifth consecutive year to capacity crowds at each performance.

Having proved successful in the past, Kochman again placed sound cars directly in front of the grandstand before each show. The addition of a third car, which is being used by the traffic division of the Toronto Police Department, gives the show greater advertising on the streets of the city.

Two former members of the troupe, Ted Gilbert and Norman Brioux, both natives of Toronto, rejoined the group for the two-week run.

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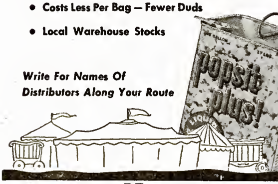

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Talent Topics

Egle Zecchinni, of the cannon-act family, was guest of honor at a surprise birthday party at the Oshkosh, Wis., fair with the ballet girls of **Sam Howard's** water show playing hostess for the event. Held in a 40 by 60-foot top, guests included **Sen. Taylor Brown, Mrs. Ernie Young, Alice Dalton, Rhoda Bailey, Shari Sue Robinson, Evelyn Robinson, John Reilly, Madge Ermer, John Brown, Mr. and Mrs. Bozo Herrell, Mildred and Bob Weller, Gene and Jeanette Snyder and Edmundo Zecchini.**

Present from the swim show were **Gilbert Eden, Don Hopka, Ross Collins, Otto Schmidt, Bob Rei'*, ack Dercle, Clint Osborn, Jeannatte Osborn, Dorothy Ihling, Kitty Kosciarski, Donna Lee Huntly, Diane Heemen, Deelee Heubrich, Dorothy Roeglin, Amber Skendore, Arlene Reymond, Nancy Collins and Carol Powers.** Guests of the **Ernie Youngs** included **Joe Beer, George Oaks, Whitey Hinckley and Jerry Divisek.**

Strato-Stars, sway pole, have been running into more than their share of bad luck lately. In the tornado that hit the Missouri State Fair, Sedalia, the duo's pole was struck by lightning and fused together. As a result of this misfortune, the rig was found to be crystallized and the engagement at the Iowa State Fair, Des Moines, was called off. They did, however, get back to work this past week at the Nebraska State Fair, Lincoln.

Captain Eddie Knipschield, whose high act is billed as **Crash Dunnigan**, recently closed 12 weeks as the free act on the Bill Lynch Shows in the Maritime Provinces and jumped 1,600 miles to play a Labor Day engagement at the Four County Fair, Martinsville, Va. Knipschield infos he's booked solid thru October with the Al Martin Agency, Boston, arranging the dates.

Josephine Berosini, of high wire note, was the subject of a full page feature in the August 31 issue of This Week, newspaper magazine supplement. Titled "Spared by Death," the yarn, illustrated by four photos, one of them in color, related the Berosini gal's background and the history of her family, which started with the noted **Charles Blondin**, the first man to cross Niagara Falls on . wire.

Mr. and Mrs. Harvey (Miss Luxem) Earlin, sway pole, played the Effingham, Ill., Lions Celebration, August 31, followed by Effingham, Ill., on Labor Day; Elgin, Ill., Thursday (4); and Springfield, Ill., Saturday (6). The Earlins report they are enjoying the road this season in their Spartanette house trailer which they bought last fall in New Orleans.

Janet and Paul, high pole performers, were a feature of the fall celebration and music tournament at Kennywood Park, Pittsburgh. . . Talent at the Allegheny County (Pa.) Free Fair, included **Skating Macks, McConnell and Moore Acevidos**, and the **Los Robertos.**

Joe Hodges Hodgini, trampoline, writes that he was on the Big Top Circus video program, Saturday (30) with **Mia and Motte**, contortion; **Karpis Trio**, Risley; **Oliver Bolivar**, roly boly; **Clarke's Bears** and the **Brunos**, high wire. . . . **Valentino Sisters**, double trapeze, played Windsor, Ont., Labor Day . . . **Capt. Eugene Christy** and his cats were the free attraction during Injun Summer Day, at Dixon, Ill.

Mickey Sullivan, band leader, had his aggregation at the Walton, N. Y., fair where Mickey also took over the emsee chores. Acts on the grandstand bill included **Capt. William Heyer** and his horse, Starless Night; **Antaleks**, perch; **Hollenders**, musical; **Art Donnally and Company**, and **Leddie Lamont**, comedy. The Sullivan No. 1 band will play Rutland, Vt., with the second unit set for the Brookfield, N. Y., annual.

Irene Manning, movie star; **Beney Venuta**, song stylist; **Bill Silbert**, TV disk jockey, and **Hank Sylvern**, band leader, appeared at Palisades (N. J.) Park Wednesday night (3) to judge the South Jersey eliminations in the Mrs. America Contest. That same night marked the final in a se·ies of telacasts from the funspot via WABD (Du Mont), with **Don Russell** conducting the "Midway Show," and **Wendall Niles** the "Strawhatters" program. **Al Lombardy's** ork furnished the music for the Palisades' Mrs. America contest eliminations, and the leader also will conduct the band at the finals in Asbury Park, N. J. **Johnny Reo's** band played for free dancing in the Casino at the Palisades.

The Three London Girls, hoop and club-juggling act, were featured at the recent Allegheny Fair, Pittsburgh.

The Whippoorwills (5), harmony group singers on the **Roy Rogers** radio and TV shows, also will join the cowboy star in World's Championship Rodeo at Madison Square Garden, September 24-October 19.

Talent line-up at the recent four-day Mount Gilead (O.) Fair, set by the Pan American Agency, included **Rhythm Beauties**, line of eight girls; **Jim Bailey**, hand balancing; **Frances Sampson**, unicyclist; **Great Colbart**, magician; **Jimmy Riley**, trampoline; **Johnny Lux**, juggler; **Bob Prasti**, accordion; **Walter Heed Duo**, roller skaters, and **Loretta LaPearl**, canine impersonator.

Acts playing Indiana State Fair, August 29-September 5, for Ferguson Implement Company were the **Iron Sisters**, xylophone; **Leo Francis**, clown; **Lane and Lindell**, panto comics; **Billie Moore**, ventriloquist; **Daffy Dan**, blackface minstrel; **Isb Kabibble**, comic; **Country Cousin Chicki**, emsee, and **Tommy Moriarty's** five-piece band. . . . The **Roy Romes Troupe**, playing TV and fairs in the East, were recent guests at the Philadelphia home of **Col. Bob Morton**, of the Hamid-Morton Circus. The troupe recently played Olympic Park, Irvington, N. J., and was booked for New York State Fair, Syracuse, to be followed by **Sam Burgdorf's** Norfolk fair.

Plymouth, N. H., fair, which opens September 10 for four days, has inked **Rudy Rudynoff's** horses; **Stardusters**, **Miss Heppy Harrison's** animal circus; **Kay and Keo**, the diving buffoon.

Coney Island, N. Y.

By UNO

Attendances over Labor Day week-end were disappointing because of the wet weather, a repetition of the Decoration Day and July 4 week-ends. Out of 17 week-ends, starting in April, 10 were spoiled by rain to make it a bad season financially.

Saturday (6), closing day was marked by a carnival-like parade in the afternoon and fireworks in the evening as replacements for the traditional weekly Mardi Gras. Pageant included giant gas-filled balloons, clo·ns and bands from the police, firemen, police athletic league and sundry groups, together with floats, one of which featured **Betty Rosene** and **Myrna Rasso**, beauty contest winners selected in August 28 finals at the Atlantis on the Boardwalk under auspices of the Chamber of Commerce and The Brooklyn Daily Eagle. One of the attending incidents was the free distribution of 25,000 small balloons to kiddies by **Nathan and Murray Handwerker**, of Nathan's Famous eatery. Grand Marshall was **Paul E. Tilyou**, son of **George Tilyou**, Steeplechase Park exec. Another event was the presentation of a trophy to **Betty Rosene** by **George McCullough.**

Fred Sindell's Cavalcade of Variety is the only girlie revue doing business thru an extension granted by the license commissioner after the hearing of testimony on August 26 which closed Tirza's, Garto's and Carmen's, and allowed Sindell's a stay until submission of a brief to be read after Labor Day. . . **Michael Onerato**, son of **James Onerato**, manager of Steeplechase Park, is employed at a local bank over the summer, after which he returns to college to complete a course which will enable him to teach history and economics. . . . **Nat Seckson** celebrated his 35th year as a sign painter on the Island with a party in which **Harry, Anne and Lester Nelson**, of Nelson's Corner, were principal guests. . . . **Mrs. James Kyrimes**, of Kyrimes Rida Park, makes her permanent home in White Plains, N. Y., where her dad was a police official and her uncle, **Bernard Colligan**, is a real estate owner. There, too, is where she first met her husband, the late **James Kyrimes**, in 1912, when she was working at a Fox film theater and James was a movie operator. Of seven children, five still living are **Cornalius**, ride park manager; **George B.**, Skooter operator; **Catherine**, a California resident, and **Mendy and Rose**, twins, living in Brooklyn.

William Davis and **Tony Picceroni**, for many years Cyclone ride employees, were right hand man back in 1907 for **Chris Feucht**, Cyclone operator, who started his then famous Drop the Dip ride that year and ran it until 1923 on the Bowery between Kensington and Buschman Walks, when it was moved to the corner of Buschman due to property condemnation by the city to allow for street widening. Dip also was out of commission by fire on July 26, 1907, but was rebuilt. Buschman Walk is now West 15th Street.

Columbia Gala To Flash New Improvements

COLUMBIA, S. C., Sept. 6.—A host of improvements, including a new concrete block stage and dressing room in front of the grandstand, will spark the 83d annual State fair here, October 20-25, according to Secretary-Manager Paul V. Moore.

Moore pointed out that the new stage is just off the race track and is complete with imbedded timber for riggings. Switches have been placed conveniently for use by show electricians. The stage measures 60 by 36 feet. The dressing room includes housing and toilet facilities.

Two other new buildings will be ready for use when the fair opens. They are 50 by 60-foot concrete block structures that will be used to house 4-H and Future Farmers during their stay at the annual. Other improvements include a telephone center, recently installed at the main gate.

Once again on the midway this year will be the World of Mirth Shows, a George A. Hamid revue and Jack Kochman's Hell Drivers.

Hopkinton, N. H., Enjoys Big Run

HOPKINTON, N. H., Sept. 6.—Hopkinton Fair wound up its four-day run here Labor Day (1) after playing to one of its biggest turnouts on record. Top day of the four was Sunday (31) when 5,354 persons took advantage of a 60-cent gate on Family Day. The 90-cent admission prevailed the other days.

Good turnouts were recorded on Monday but rains late in the day discouraged fairgoers and washed out the night performance of the George Hamid grandstand show. Acts in the latter attraction included Mike Monroe, George Filette, Jackie and Gary Marcus, Skating Olivers, Linda Constant, and Capt. Tiebor's seals. Henry Cogert, manager of the Hamid Boston office, emseed.

Merit Shows did well on the midway but the Labor Day rain hurt.

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Mounties Set For 3 Events On W. Coast

SAN FRANCISCO, Sept. 6.—The Royal Canadian Mounted Police Musical Ride drill troop will play at least two California engagements, including 14 performances at the Grand National Livestock Exposition, Horse Show and Rodeo in the Cow Palace here.

For the local 10-day engagement, which starts October 31, the Mounties will star in a combination bill that alternates events of the Grand National Championship Rodeo finals, classes of a national full-division horse show, and other arena specialty acts.

Nye Wilson, secretary-manager of the Cow Palace, said that the last appearance of the RCMP Musical Ride in California was in 1939. They appeared at the San Francisco World's Fair and were the greatest single gate draw of that year's attractions.

Decision of the Mounties to make the Pacific Coast tour was due largely to the efforts of Wilson Meyer, Cow Palace second vice-president. He personally went to Washington to discuss the matter with the Canadian Embassy.

The Mounties also will be featured at the Los Angeles International Horse Show and the Pacific International Exposition in Portland on this trek.

Heat Hurts Hemet, Calif.

HEMET, Calif., Sept. 6. — Despite the soaring mercury that beld down total attendance for the six-day run, the Farmers' Fair of Riverside County set a new one-day record of 7,400 on Saturday (30). Altho running an extra day this year and getting in Labor Day, the event pulled 25,478 as against 26,000 in 1951. Fair closed Monday (1).

Harry Hofmann, who served his first year as secretary-manager, said the daytime mercury averaged about 110 degrees. Night crowds held up well.

Usually running between the first and second weeks of September, the dates for this year were moved ahead about two weeks to get in the holiday. Hofmann said that no decision had been reached on the dates for the 1953 run.

Shows on the grounds were booked by Neal Abel of the Hollywood Fanchon & Marco office. Frank W. Babcock's United Shows played the midway.

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Rain Pelts Detroit; Gate 12% Under '51

Weather Cuts Into Crowds Four of First Six Days; Revenue From All Sources Up

DETROIT, Sept. 6.—Hard hit by rain four consecutive days ending Tuesday (2), attendance at the Michigan State Fair thru Thursday (4), sixth day of the 10-day event, was down 30,489 or 12 per cent from the corresponding period last year.

Revenue from all sources, however, was running $30,000 ahead of last year. (Fair's early days in '51 were jolted by a jurisdictional labor dispute that pruned attendance and forced cancellation of a coliseum performance.)

Day-by-day comparison of paid admissions follows:

	1951	1952
Friday (29)	10,362	13,621
Saturday (30)	35,077	48,633
Sunday (31)	91,205	72,942
Monday (1)	82,294	66,169
Tuesday (2)	30,893	19,653
Wednesday (3)	29997	28,321
Total	279,828	249,339

Rain hit about 7 p.m. Saturday, killing that night's attendance, and again at 3 p.m. Sunday. Clearing later, the evening showed a slight pickup. With the temperatures running nearly 90 the first four days, high humidity was also an adverse factor. A severe storm about 4 p.m. Labor Day discouraged business the balance of the day. Weather cooled Monday night, and stayed around 60 degrees for the next three days. Rains Tuesday morning kept down Children's Day attendance.

All-Music Show Clicks

The all-music show by recording artists in the Coliseum proved a strong attraction, taking in $31,758 net, with an attendance of 32,958, in four days. High day was Sunday, with 12,416 admissions and a gross of $11,986.

At the grandstand, Jimmy Lynch's Death Dodgers grossed $3,740 in three performances—two on Friday and one Saturday evening, with an attendance of 3,652.

Auto Race Crowd Off

The 100 mile AAA-sanctioned auto race, produced by Andy Barto of the Motor City Speedway, grossed $23,998 Saturday with an attendance of 8,028. This was considerably under the $31,000 gross of last year when the event was held on the final Sunday afternoon. Attendance totaled 12,209.

Col. Cliff Gatewood's Flying X Rodeo grossed $18,561.50 in seven performances thru Wednesday, with an attendance of 19,910. Two shows on Sunday drew 9,390 persons for a gross of $10,815. Both Sunday and Monday matinees were given, despite rain, to satisfy the crowd which remained in the grandstand. The Labor Day storm proved too much, however, and a scheduled special late afternoon show and the regular night show were canceled.

Gets Good Press

Press and radio relations were excellent here this year, in contrast to the hatchet jobs done by some press stories in recent years.

Eat-and-drink and novelty concessions were reported doing a good business, with a number claiming to have covered expenses at the end of Labor Day. In contrast to some previous years, no beer was served on the grounds.

Gate Income Boost

Removal of the 20 per cent admission tax enables the fair to keep an extra dime of the 60-cent admission, and fair execs figure this will yield about $25,000 additional income.

About $7,500 additional revenue was received from a new pass ruling for commercial exhibitors and concessionaires (excluding show people and service personnel, such as electricians, working on the grounds). These groups were not given passes as in the past, but offered a season pass for $1, or individual admissions for a dime, while their cars were given a season sticker pass for $5.

Commercial exhibits accounted for $88,000 of revenue, an increase of $5,000 over last year. As usual, automotive exhibits dominated the picture here, with one entire new structure erected by Chrysler for the fair.

60,000 Attendance Mark at Charlotte

CHARLOTTE, Mich., Sept. 6.—Record attendance of better than 60,000, 10 per cent above the best previous figure, was hung up by Eaton County 4-H Fair here, August 26-30.

F. E. Gooding Amusement Company, in charge of George Pence, occupied the midway. Other amusements included three days of horse racing; Columbus (O.) Fireworks Company displays on three nights and Tuesday night wrestling. Acts supplied by Henry Lueders, United Booking Association, Detroit, were offered before the grandstand the remaining days of the week.

Livestock exhibits were above par, and the farm machinery show was outstanding. Despite the fact that two barns had been built recently to house livestock, surplus entries had to be housed in tents supplied by Fox Tent & Awning Company. Four-H Club exhibits were housed in a new $40,000 club memorial building.

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SO. DAKOTA STATE TOPS '51 BY 12%

Grandstand, Midway Cash Receipts Run Slightly Ahead of Last Year

HURON, S. D., Sept. 6.—South Dakota State Fair this week was racing well ahead of its '51 pace and thru Thursday (4) its fourth day, attendance was 12 per cent over last year, according to Phil Rensvold, serving his first year as secretary of the annual.

Not only is business at the outside gate ahead of last year, but receipts at the grandstand are running slightly ahead, Rensvold said. Fair opened on Labor Day (1) to cold weather but due to a big advance sale of grandstand tickets for that day, total traffic on the fairgrounds was heavy. Big car races, the afternoon program both Monday and Tuesday, were staged by National Speedways (Al Sweeney-Gaylord White) and receipts topped last year by a small margin.

Chitwood Pulls

The Joie Chitwood auto thrill show, the attraction on Wednesday produced an overflow house, breaking all records for this type show here. And the night grandstand show, produced by Barnes-Carruthers Theatrical Enterprises, established some kind of a new mark on Wednesday and Thursday evenings. So heavy were the turnouts those two nights, fair officials placed building paper on the race track in front of the stage and sold "sitting" room to the overflow patrons.

The fair's harness race program, held Thursday and Friday afternoons, had good crowds and the stand was well filled the first day—Governor's Day. Final attraction of the week will be a 100-lap stock car race staged by Sweeney and White Saturday afternoon.

Fun Zone Okay

Al Martin and E. C. McCrary, who have their 20th Century Shows on the fun zone here, reported good business. Altho cool weather hurt early grosses, the show picked up during the week and is consistently topping '51 in most all departments.

Fair officials hosted several hundred crippled children from State institutions Friday (5), furnishing free tickets to both the shows.

Entries in the livestock department, with the exception of the swine show, which was cancelled due to an epidemic of hog disease, reached record proportions, according to Rensvold. Sales of exhibit space topped any recent year, he said, and much more space could have been sold.

Acts in the B-C night show included Nita and Peppi, hand balancing; Adriana and Charley trampoline; Happy Kellems, clown; Josephine Berosini, high wire; Shyrettos, cyclists; Lopez Trio, casting; Low, Hite and Stanley, comedy; Fay Kirkwood and her High School horse; Martell's Mignon, adagio, and Pallenberg's Bears.

West Union, Ia., Tops '51 at Gate

WEST UNION, Ia., Sept. 6.—Fayette County Agricultural Society, this week released official figures on its five-day fair, disclosing a total attendance of 9,556, compared with 9,217 a year ago. Dates this year were August 19-23.

Total cash receipts from ticket sales were $700 short of '51, officials announced, and total attraction grosses were slightly off. Dropping of federal amusement tax on outside gate admissions netted the fair an estimated $500 more than last year.

Home Show Tops '51 At Los Angeles

LOS ANGELES, Sept. 6.—The 1952 National Home Show chalked up a record attendance of 191,158 during its 11-day run, which ended Monday (1). Event was held at Hollywood Park for the first time.

Carl F. Kraatz, executive director, attributed the record attendance to the spacious quarters, variety of exhibits, and the revues presented by Spike Jones and his aggregation.

There were 300 exhibits valued at $3,000,000. Last year's attendance was 171,023 for a similar run.

Oregon State Event Opens on Strong Note

SALEM, Ore., Sept. 6.—Oregon State Fair is bounding along this week at what promises to be a record-breaking pace. Attendance thru Tuesday (2), fourth of an eight-day run, aggregated 118,629, a gain of 8,000 over the comparable period in '51. Total gate count last year for the entire eight days was 176,201.

Ideal week-end weather helped pack the midway, grandstand and stadium during the first four days. Opening day, Saturday (30), a total of 19,345 patrons came thru the outside gate, up 2,400 over last year's opener. Sunday (31) produced the biggest Sunday attendance on record, 43,614, and the Labor Day gate of 39,915 compared with 39,551 last year. In 1950 the Labor Day gate record was set at 47,652, but that was opening day that year.

A new all-time single day pari-mutuel record was set Monday (1) when horse players passed $137,157 thru the wickets. On the fun zone, Rainier Shows is benefiting from the big crowds. Altho '51 comparative figures are not available, indications are that spending is at least on a par with a year ago.

"Fun Incorporated," the grandstand show booked thru Larry Allen, Inc., San Francisco, is pleasing SRO audiences almost every night. Bill includes Lucille Page and Buster West, comedy-acro; Jimmy and Mildred Mulcay, musical; Wilder Brothers, comedy instrumentalists; Tunesmiths, songs; Martez and Lucie, acro; Charles Chase, comedy, and the Mandarins, Chinese acro.

Jack Marshall, rubber-faced comic, doubles as emsee and is backed by a 16-gal line and Phil Bovero's orchestra. Principal free act is a twice-daily balloon ascension with parachute jump.

While the night revue is being staged in the grandstand, a rodeo holds forth in the stadium, replacing the horse show of former years. Stock for the events is provided by Christenson Bros., Eugene, Ore.

Admissions prevailing this year are: Outside gate, 50 cents; horse races, 50 cents to $1; night rodeo, 50 cents to $1, and the night grandstand revue, $1 to $1.50.

5 APES FROLIC, 11 COPS FUME

NEW YORK, Sept. 6.—Five Malayan red-faced apes escaped their cages in the Trefflich Bird & Animal Company here last week and frolicked about the building's fourth floor for nearly four hours. The combined efforts of 11 policemen (also slightly red-faced), the ASPCA and the Trefflich attendants finally succeeded in nabbing the two-feet-tall 35-pound animals.

The apes were found cavorting around the building's fourth floor when John Livingston, an attendant, delivered their breakfast. Livingston enlisted the help of Robert Williams, another attendant, who responded only to be severly bitten by one ape. Williams was sent to Beekman Downtown Hospital for treatment.

The rebels shunned bananas, oranges, water and milk—all drugged. By mid-afternoon, however, the apes, perhaps hungry after their capers, entered a box one by one and were "captured."

Dover Sets 1953 Dates; Event to Be Expanded

DOVER, N. H., Sept. 6.—Dates for the 1953 second annual Dover Agricultural Fair are June 22-27. This year's fair, the first since 1896, was held on the old race track here.

Directors of the fair have been assured of an expanded 4-H Club program next year, said President William H. McCann. A bigger horse show also is assured, and plans are being made for a larger section to be devoted to exhibits.

Walnut Ridge, Ark., Names Hill President

WALNUT RIDGE, Ark., Sept. 6.—I. T. Hill, of Imboden, is the new president of the Lawrence County Fair, which will be held October 9-11.

Austin Stovall was re-elected secretary. Elected vice-presidents were R. H. Smith, Walnut Ridge; T. D. Davis, Fender; W. C. Durham, Smithville; Ward Wilson, Egypt; J. F. Sloan, Black Rock; H. H. Blanchard, Strawberry, and C. C. Rorex, Imboden.

Knoxville Home Show Exhibit Space 75% Sold

KNOXVILLE, Sept. 6.—Exhibit space at the Eastern Tennessee Home Show and Better Living Exposition, to be held October 21-26 in Chilhowee Park Auditorium here, is more than 75 per cent sold, according to Paul Waters, of National Home Shows, who is directing the event. Professional talent will be used at the show.

Waters will also direct similar shows at Columbia and Charleston, S. C.

Rain, Threatening Weather Hurt as Bath Trails by 20%

BATH, N. Y., Sept. 6.—Rain and threatening weather hit the Bath Fair hard, with attendance and business trailing 1951 figures by at least 20 per cent, according to Victor Faucett, fair manager.

Opening-day attendance Monday (1) was 9,100 against 16,500 in 1951. The area around Bath got a heavy rain that day, altho the weather at the fair was just threatening.

Tuesday (2) saw a crowd about 800 ahead of 1951's second-day attendance, altho it rained most of the day. The sun came out Wednesday and Thursday, but crowds were running about 10 per cent behind last year's totals. Latest report Friday (5) had attendance and business running on about a par with 1951.

Poor to Fair

Concessionaires reported business ranging from poor to fair, while the O. C. Buck Shows, playing the fair, was just about holding its own.

Harness racing was held the first four days, with the B. Ward Beam Hell Drivers scheduled for Saturday afternoon (6). The Jack Wescott Rodeo put on a special show Tuesday (2).

The grandstand show, booked thru Frank Wirth, played to fairly small crowds. The eight-girl Kay Gorman line was the nucleus of the evening show, and Johnny Wood was emsee.

Other acts included Capt. William Hyer, the Antaleks, Laddie Lamont, Mendova, the Tallinos and the Robert Sisters. Music was provided by the Spring Garden Band.

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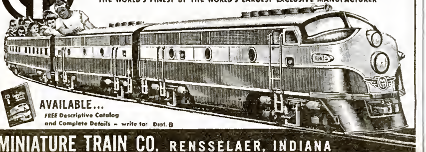
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Expect Free Gate to Hike Miss. Crowds

MERIDIAN, Miss., Sept. 6.—With a free gate policy in force for the first time, record attendance is expected at Mississippi Fair and Dairy Show here, September 15-20, said Manager Bernie Smuckler. Space on the fairgrounds parking lot has been enlarged to take care of the anticipated turnouts.

On the midway will be the Brown & Wallace Shows. Most of the exhibit space has been sold. Activities will center around 4-H Club and Future Farmers of America activities. A special attraction will be the crowning of a Foresters queen. The winner will be awarded a trip to Chicago and attend the livestock show there. A Boyle Woolfolk revue and several other attractions will be featured before the grandstand. Arrangements also have been made for the Children's Day.

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Westchester Event Overcomes Weather

PEEKSKILL, N. Y., Sept. 6.—Old Man Weather threw his Sunday punch at the new Westchester County Fair at Indian Point Park here on Labor Day but the baby annual survived in lusty fashion. The tail end of a tropical hurricane, which lashed most of the Eastern Seaboard, for a time threatened the entire physical layout. The storm had the eight 100 by 40-foot exhibit tents dancing in the 70-mile-per-hour gusts of wind as if to shake off the four inches of rain which deluged the area.

Despite the bad weather, the event was termed an unqualified success. It won complete approval in the area, thus accomplishing the initial goal. By tonight's closing more than 80,000 will have viewed the show—at least 20,000 under the anticipated gate. In view of the weather, which was also unkind on opening Saturday (30), Sunday (31) and Tuesday (2), as well as on the holiday, E. D. Kelmans, president said that he was well satisfied with the initial effort.

While the staging nut exceeded $37,000 and there was some question as to whether the event would get off the nut, by midweek Kelmans was already busy formulating plans for a 1953 showing. The staging cost includes only paraphernalia not already on the spacious Indian Point grounds, since the park property was given rent free to the sponsoring Westchester County Horticultural and Agricultural Society.

50,000 Thru Thursday

Total attendance thru Thursday (4), with the count low, if anything, since the gate was extremely loose, was 50,599. The opener drew 16,106 despite threatening weather. On Sunday, with showers, the gate slumped to 12,200. Monday's hurricane slashed attendance to 2,349. Tuesday the gate was 4,452; Wednesday, 7,552 and Thursday 7,940.

The holiday storm was over by 6 p.m. and the fair would have resumed operation except for loss of a main power line which left much of the grounds, including the entrance, in darkness. Many cars were turned away.

The big turnout on the first two days indicated a Labor Day crowd of at least 25,000, especially in view of the publicity given the event in the New York City and county area. The fair rated the most attention of any special event scheduled for the holiday in the press and on radio and TV. Special plums were nearly half of the front page of the second section of The New York Times on the holiday; some two columns on Page 3 of the Sunday edition of The New York Herald-Tribune and the all-out effort by the Peekskill Evening Star, including a laudatory editorial.

The five tents devoted to commercial exhibits were sold out and space reservations for next year were being entered before mid-week. Three large tents were filld with cattle, sheep and poultry—a noteworthy initial achievement in this semi-urban county.

A program of free acts, headed by the Great Wilno, human cannonball, was presented daily. The Cherokee Ranch Rodeo gave five performances, drawing about 1,000 on opening Thursday night.

Only sour note was the failure of a "Hell Driver" group to appear. Event was widely publicized, but the public accepted the cancellation with few beefs.

Sightseeing Train For N. M. Annual

ALBUQUERQUE, N. M., Sept. 6.—It's going to be easier to see the 1952 New Mexico State Fair here, September 27-October 5. Secretary-Manager Leon H. Harms has announced that delivery has been made by the Johnson Amusement Devices Company, Miami, of a three-car miniature train, powered with a truck tractor. The train, with 16-passenger capacity for each car, will make regular trips over the 210-acre fairgrounds.

Because of interest generated by the announcement in local papers, Harms has decided to hold a "name the train" contest. The winner will be a guest of the fair during the nine-day run and receive a pass for the train.

LABOR DAY A FLOP

Hurricane Sends Park Business Down Drain

NEW YORK, Sept. 6. — Angry gales bred from a tropical hurricane lashed across the Atlantic seacoast from the Carolinas to New England over the Labor Day week-end, and altho damage from the 45 to 70-mile-an-hour winds was negligible, amusement parks suffered one of the worst holiday setbacks in recent years.

The annual wind-up came as a final body blow to a season which had already been hammered badly by poor weather from the start. Saturday (30) dawned to overcast skies, but torrential rains and driving winds which were to follow on Sunday and Monday held off long enough for some spots to get token patronage.

Playland, Rye, N. Y., had 13,000 in the park, which was far below average for a Saturday. Sunday (31) attendance dipped to about 8,500. The storm hit the park in full force Monday, and only 1,500 hardy souls showed up. Playland officials said that only low tides on Long Island Sound prevented considerable damage being done to the piers which are used by the Mesek steamship line to bring in visitors from New York and New Jersey. The Westchester County playspot announced that it would close September 7, but will keep its kiddieland open on all remaining Sundays in that month.

Olympic Park, Irvington, N. J., registered a near washout for the week-end, and had only "a handful of people" visit. One park official estimated that good weather would have drawn 100,000 during the three-day period. Last year, Olympic suffered almost a similar fate. Only Labor Day was salvaged in 1951, and at that, had only 30,000 arrive.

According to Irving Rosenthal, Palisades (N. J.) Park didn't fare as badly as might have been expected. Saturday was cloudy and on Sunday rain fell intermittently, but not enough to discourage a nice turnout. Between the two days some 30,000 people entered the park, or about "75 per cent of our expectations," Rosenthal said. Despite the rain on Labor Day, the spot had some 2,000 picnickers on hand.

Rosenthal said that this year's business about equals that of last, and many concessions have reported increases over their 1951 takes. Palisades' kiddie park will remain open Saturdays, Sundays and holidays thruout the winter, and four new rides have been added.

Indian Point Park, Peekskill, N. Y., had good weather Saturday and 16,000 crowded in to see the Westchester County Fair which opened that night. Rain on Sunday cut that day's attendance to about 12,000. The big blow hit the park on Monday, washing it out completely. Powerful winds tore thru the sides of two exhibit tents, causing some damage to stock, but extra help, pressed into service, succeeded in holding down the other canvas.

Park officials, playing it safe, cut out electrical power for a few hours Monday evening because of the danger of falling high voltage wires. Damage was slight, however, and the park was reopened and ready to go Tuesday morning. The fair, which closes Saturday (6), is the first one ever held at Peekskill.

In the Metropolitan New York area, Rockaways' Playland and Coney Island, both on the water, had much the same story to tell, altho both said they had fair crowds on Saturday. Rain began Sunday morning but eased up by mid-afternoon, allowing some excursion boats to operate.

All in all, business for the holiday was not a total loss at these funspots, but the season totals will be off somewhat from last year.

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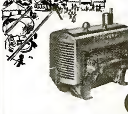

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24	Bull	12	.30
65	Elephant	12	.30
12	Sport Girl	12	30
18	Clown	12	30
16	Cowboy	12	30
14	Crucifix	12	30
21	Shaba With Plume	12	50
39	Circus Horse	48	12
74	Lamb	48	12
61	Sailor	48	12
36	Dogs	48	12
20	Ship	48	12
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BUCKS RAIN, POLIO

Des Moines Eyes 135G Profit, Pulls 511,008

DES MOINES, Sept. 6. — The wisdom of changing the Iowa State Fair to a 10-day exposition by running it thru Labor Day, proved itself this year with a $135,000 profit, despite rain and polio.

The fair closed with a total attendance of 511,006 which was 32,453 short of the all-time record of 543,461 set last year, the first time it ran 10 days. This year, with the handicaps, the fair board would have ended in the red if it had been a short affair, it was said.

Up until the first rain fell Thursday (26) the fair was running nearly on par with 1951, despite a shortage of kids on the grounds due to polio, which has taken over 75 lives in the States so far this year. A downpour on Labor Day morning hurt the wind-up insofar as catching up on the attendance mark.

Strong Grandstand Biz

Lloyd Cunningham, fair secretary, was pleased with the results, pointing out the total take this year was $690,269 with a budget of $562,000. He predicted when all bills had been paid the expenses would be less than the budget and provide the $135,000 profit.

Grandstand shows helped to push up the fair's income with a $148,000 take on the afternoon shows and $95,000 from the night performances. The latter ran one show short due to the rainout Thursday night. Cunningham pointed out that the grandstand shows this year ran to near capacity with 40,000 persons on the grounds, while formerly it took better than 60,000 people on the fairgrounds to bring in a packed grandstand.

The daily attendance was:

	1951	1952
Thurs. (21)	5,615	5,714
Fri. (22)	7,674	9,252
Sat. (23)	40,127	36,545
Sun. (24)	64,263	62,000
Mon. (25)	61,745	55,440
Tues. (26)	45,071	44,499
Wed. (27)	48,164	52,222
Thurs. (28)	43,800	43,826
Fri. (29)	46,693	43,908
Sat. (30)	80,305	74,006
Sun. (31)	57,844	50,276
Mon. (1)	41,760	33,308
Total	543,461	511,006

The grandstand attendance by performances was:

Saturday (23)—Stock car races—11,204; revue 6,505; Sunday (24)—Auto races—20,960; revue—8,905, Monday (25)—Swenson Thrillcade—9,881; revue—5,757; Tuesday (26)—Harness races—8,111; revue—9,066; Wednesday (27)—Harness races—9,182; revue—10,046; Thursday (26)—Chitwood Thrill show—13,657; no night show, rain; Friday (29)—Auto races—13,223, rodeo—14,557; Saturday (30)—Auto races—15,545; rodeo—13,143; Sunday (31)—Thrill show (Chitwood)—15,304; rodeo—10,176; Monday (1)—Stock cars—15,743; rodeo—2,664.

Total attendance for the afternoon showa was 132,910 compared with 142,902 in 1951. The night shows pulled in 60,720, compared to 96,949 last year.

Driver Loses Life

Clyde King, 37, of Lake Park, Ia., one of the drivers in the stock car 200-lap event on the final day, was fatally injured when his car threw a tire and turned over, end-over-end, several times. Also two of the riders in the rodeo, Frank Lebeau and Roland Davis, both of Mobridge, S. D. were injured when tossed from their animals on the closing night of the fair. Auto races were staged by National Speedways (Al Sweeney and Gaylord White), the rodeo by Leo Kremer.

Cunningham saved the afternoon grandstand show on the final day by putting every piece of heavy equipment he could obtain, to roll off the track for the stock car race after the heavy rain during the morning hours. The show was two hours late in starting. The event was cut from 250 to 200 laps but the fair netted over $25,000 on the program.

Houston Show Inks Arnold

HOUSTON, Sept. 6. — Eddy Arnold, country and Western singer, has been signed as the name attraction at the Houston Fat Stock Show and Rodeo. Dates for the event are February 4-15. Jack Mahoney, television's Range Rider, will also be featured.

Supporting Arnold will be Roy Wiggins and the Oklahoma Wranglers, the Dickens Sisters, and Hank Garland. Mahoney will bring in Dickie West, video's All-American Boy.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Shows: Miami, Okla.
American Beauty: (Fair) Butler, Mo.
American Eagle: Trenton, Tenn.; Sebastopol, Miss., 15-20.
American Midway: Mesquite, Tex., 18-20.
A. M. P.: New Castle, Va.
Babcock United: (Fair) Pomona, Calif., 12-28.
Badger State: Crandon, Wis., 11-14.
Baker United: Attica, Ind.
Beams Attrs.: (Fair) Waverly, Va.
Becht, Lee: (Spring Grove & Colerain) Cincinnati, O.
Bee's Old Reliable: (Fair) Horse Cave, Ky.; (Fair) Booneville 15-20; (Fair) Stanton 22-27.
Belle City: (Fair) Bloomington, Wis., 14-17.
Bernard & Barry, Unit No. 1: (Fair) Peterboro, Ont., Can., 10-13; (Fair) Stratford 15-17.
Bernard & Barry, Unit No. 2: (Fair) Welland, Ont., Can.
Big State: Stafford, Tex., 11-18; (Fair) Centerville 22-27.
Blue Grass: (Fair) Lebanon, Tenn.; (Fair) Memphis 18-28; (Fair) Caruthersville, Mo., 28-Oct. 4.
Blue Ribbon: Paragould, Ark., 10-13; Blytheville 16-21; Greenville, Tex., 23-27. (Fair) Stillwater 15-20; (Fair) Okmulgee 22-27.
Bob's Modern: (Fair) Gainesboro, Tenn.; (Fair) Camden 15-20.
Bogle, F. C.: McAlester, Okla.; Stillwater 15-20.
Brodbeck & Schrader: (Fair) Blackwell, Okla.; (Fair) Hutchinson, Kan., 13-18.
Brown-Wallace: Athens, Ala.; Meridian, Miss., 15-20; (Fair) Corinth 22-27.
Buck, O. C.: (Fair) Great Barrington, Mass.
Burke, Harry: (Fair) Plaquemine, La., 8-15. (Fair) Port Allen 16-22.
Burkthart Luxora, Ark.
Camel City: Yanceyville, N. C.; Gibsonville 15-20.
Capital City: (Fair) Fayetteville, Tenn.; (Fair) Ft. Payne, Ala., 15-20.
Catlett Greater: Harrisonville, Mo., 10-12.
Cavalcade of Amusements: Nashville, Tenn.
Central Am. Co.: (Fair) Lewiston, N. C.; (Fair) Seaboard 15-20.
Central States: (Fair) Pawhuska, Okla.
Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Richmond, Va., 17-27.
Cherokee Am. Co.: Wewoka, Okla., 8-10; Madill 11-13; Shawnee 15-18.
Coleman Bros.: (Fair) Greenfield, Mass.
Collins, Wm. T.: (Fair) Bird Island, Minn., 8-10; (Fair) Hutchinson 14-18.
Conklin: (Fair) London, Ont., Can., 7-13.
County Fair: Scribner, Neb., 10-12.
Crafts Expo.: (Fair) Placerville, Calif., 12-14.
Crafts 20 Big: Grass Valley, Calif.; Auburn 15-20.
Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Manchester 15-20.
Dan-Louis: (Fair) Hardinsburg, Ky., 17-20; (Fair) Calhoun 18-20; (Fair) Brandenburg 24-27. (Fair) Hancock 25-27.
Douglas Greater: Puyallup, Wash., 13-20
Down River Amuse.; River Rouge, Mich., 9-21.
Drew, James H.: (Fair) Louisa, Ky., 8-14; (Fair) Irvine 18-20.
Dumont: Altavista, Va.
Emshoff: Richland, Wis., 11-14.
Ferris, Carl D.: (Fair) Trumansburg, N. Y.
Fleming, Mad Cody: Ellijay, Ga.
Franklin, Don: Texarkana, Tex., 12-20; (Fair) Wharton 23-27.
Frontier: (Fair) Hotchkiss, Col., 18-20; Cortez 23-26.
Funland: (Fair) Liberal Mo., 15-18.
Gayland Am. Co.: Shelbyville, Ind., 8-15.
G. & B. Rides: (Fair) Gassaway, W. Va.
Gem City: Pulaski, Tenn.
Genisch, J. A.: Louisville, Miss.
Gladstone Expo.: (Fair) Savannah, Tenn.; (Fair) Charleston, Miss., 15-20.
Gold Medal: (Fair) Jackson, Tenn.; (Fair) Cullman, Ala., 18-20; (Fair) Gastonia, N. C., 22-27.
Golden Rule: Audubon Park, N. J.; (Fair) Pennsgrove 17-20.
Gooding Amuse. Co., No. 1: (Fair) Carthage, O.
Gooding Amuse. Co., No. 3: (Fair) Upper Sandusky, O.
Gooding Amuse. Co., No. 4: (Fair) Bellville, O.
Gooding Amuse. Co., No. 3: (Fair) Cadiz, Ohio.
Gooding Amuse. Co., No. 8: (Fair) Louisville, Ky.
Gooding Amuse. Co., No. 7: (Fair) Sidney, Ohio.
Gooding Amuse. Co., No. 8: (Fair) Norwalk, Ohio.
Gooding Greater: (Fair) Saginaw, Mich.
Grand American: (Fair) Carrollton, Mo., 10-12.
Greater Dixieland: Pocahontas, Ark.; (Fair) Hamburg 15-20; (Fair) McGehee 22-27.
Greater Midway: Elm City, N. C.; Stantonsburg 15-20.
Groves Greater: (Fair) Jena, La.; (Fair) Many 15-20.
Hagensick Rides: Jay, Okla., 10-13.
Hale's Shows of Tomorrow: Humbolt, Neb., 8-12.
Hames, Bill: Tyler, Tex.
Hammond, Bob: Bowie, Tex., 7-13.
Hannum, Morris: Northampton, Pa.
Happy Attractions: Middleport, O.; Dover 15-20.
Happyland: (Fair) Allegan, Mich.
Harrison Greater: Selma, N. C.; Pittsboro 15-20.
Heth, L. J.: (Fair) Jamestown, Tenn.; (Fair) Marietta, Ga., 15-21; (Fair) Cartersville, Ga., 22-27.
Hill's Greater: Kalispell, Mont.
Hottle, Buff: Kennett, Mo.; (Fair) West Point, Miss., 15-20; (Fair) Franklin, La., 18-21.
Imperial: (Fair) Pecatonica, Ill., 11-14; Rockford, 18-28.
Interstate: (Fair) Covington, Tenn.
I. T.: (Fair) Mineola, N. Y.
J & B.: (Fair) Chesterfield, Va., 10-13.
Johnny's United, No. 1: Centerville, Tenn.; (Fair) Jackson 15-20.
Johnny's United, No. 2: Lexington, Tenn.; (Fair) Jackson 15-20.
Jolly Times: Lovingston, Va.; Chatam 15-20.
Ken-Penn Am. Co.: (Fair) West Alexander, Pa., 8-13; (Fair) Cookport 16-20.
Keystone Attractions: Masontown, Pa.; Confluence 15-20.
Keystone Expo.: Hemingway, S. C.
Kile, Floyd O.: (Fair) Mena, Ark.; (Fair) Prescott 15-20.
Lagasse Am. Co.; (Fair) South Paris, Me.; (Fair) Acton 11-13; (Fair) Tunbridge, Vt., 18-20.
Lane, Leo: (Fair) Allendale, S. C.
Lawrence Greater: (Fair) Lincolnton, N. C.; (Fair) Salisbury 15-20.
Lee Amuse.: Heflin, Ala.; Decatur 15-20.
Lone Star: Friona, Tex., 11-16.
Maddox Bros.: Cherokee, Okla.; Wakita 16; Conway Springs, Kan., 18-18.
Manning, Ross: (Fair) Martinsville, Va.; (Fair) High Point, N. C., 15-20; (Fair) Statesville, 22-27.
Marion Greater: (Fair) Dillon, S. C.; Kingstree 15-20.
Marks, John H.: (Fair) Burlington, N. C.; (Fair) Albemarle 15-20; (Fair) Hickory 22-27.
Merit: Farmington, Me., 15-20.
Merriam's Midway: Albion, Neb., 10-13; Curtis 19-21; Gothenburg 23-25.
Merryland: (Fair) Hesperia, Mich., 17-20; Scottsville 25-26.
Mighty Hammontree: (Fair) Lafayette, Ga.; (Fair) Sunbright, Tenn., 15-20.
Midway of Mirth: Caraway, Ark.
Mighty Hoosier State: (Fair) Rising Sun, Ind.; Franklin 15-20; Versailles 24-27.
Mighty Midwest: Maple Rapids, Mich., 11-13.
Mighty Page: Rutherfordton, N. C.
Model: Alexandria, Va., 8-10; Hagerstown, Md., 15-20.
Model, Inc.: Audubon, Ia.
Moore's Modern: Wynn, Ark., 8-13; Jonesboro 15-20.
Mosher Am. Co.: (Fair) Brown City, Mich., 11-15.
Nelson, George W.: Lacona, Ia., 13-14.
Nessler's Greater: (Fair) Star City, Ark.; (Fair) Magnolia, 15-20; (Fair) Newport 21-26.
Oklahoma Expo.: Hobart, Okla.; Shamrock, Tex., 15-20.
Oklahoma State: (Fair) Fletcher, Okla.
Ozark Empire: Berryville, Ark.
Page Am. Co.: Elizabethtown, N. C.
Page Bros.: (Fair) Springfield, Tenn.
Palmetto Expo.: Darlington, S. C.; Jamestown 15-20.
Parada: (Fair) Longton, Kan., 11-13; (Fair) Kincaid 16-20.
Peck Amuse.: Taylorville, Ill., 8-13.
Penn Premier: Emporium, Pa.; Roanoke Rapids, N. C., 15-20; Durham 22-27.
Percell's Pioneer: McClure, Pa., 10-13.
Powelson Expo.; Warsaw, O.; Newark 18-20.
Powelson Greater: New Holland, O.; Seaman 15-20.
Prell's Broadway: (Fair) Fredericksburg, Va.; (Fair) Goldboro, N. C., 15-20.
Raines Amuse.: (Fair) Idabel, Okla.; (Fair) De Queen, Ark., 15-20.
Rebel Am. Co.: Holly Springs, Miss.; (Fair) Clarksdale 16-20.
Reid, King: (Fair) Cobleskill, N. Y.; (Fair) Springfield, Mass., 14-21.
Rockwell: (Fair) Waurika, Okla., 10-13.
Rogers Bros.: (Fair) Glenwood, Minn., 19-21.
Rose City Rides: (Fair) Sullivan, Mo., 10-13.
Royal American: (Fair) Topeka, Kan., 8-12; (Fair) Oklahoma City, Okla., 20-27.
Royal Canadian: Parksville, B. C., Can., 8-10; Port Alberni 11-13; Cowichan Lake 15-17; Nanaimo 18-20; Victoria 22-27.
Royal Crown: Enid, Okla.
Royal Expo.: (Fair) Vidalia, Ga.; (Fair) Milledgeville 15-20; Sylvania 22-27.
Royal United: Atkinson, Ill., 8-9; Houson 10-11; Nauvoo 12-14.
Rumble Greater: Austin, Ind., Nashville 15-20.
Schafer's Just for Fun: (Fair) Springs.

(Continued on page 45)

Circus Routes

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Beatty, Clyde: Pittsburg, Kan., 8; Coffeyville 9; Bartlesville, Okla., 10; Pawhuska 11; Ponca City 12; Wellington, Kan., 13; Alva, Okla., 14; Pampa, Tex., 15; Borger 16; Plainview 17; Snyder 18; San Angelo 18; Fort Stockton 20; Alpine 21.
Capell Bros.: Ozark, Mo., 10.
Cole & Walters: Craig, Colo., 12.
Hunt Bros.: Poccomoke City, Md., 12.
Kelly-Miller: Belvidere, Ill., 11.
King Bros.-Cristiani: Statesville, N. C., 8; North Wilkesboro 9; Morganton 10; Gaffney, S. C., 11; Laurens 12; Newberry 13; Columbia 15; Florence 16; Laurinburg, N. C., 17; Marion, S. C., 18; Conway 19, Charleston 20; Savannah, Ga., 22.
Mills Bros.: Danbury, Conn., 9; Croton-on-Hudson, N. Y., 10; White Plains 11; Englewood, N. J., 12; Hackensack 13; Summit 15; Paterson 16; Morristown 17; Livingston 18; Dover 19; Westfield 20.
Polack Bros., Eastern: Lexington, Ky., 10-13.
Polack Bros., Western: Bend, Ore., 9-10; Eugene 12-13; Roseburg 14-15; Medford 17-18; Klamath Falls 20-22; Denver, Colo., 29-Oct. 5.
Ringling Bros. and Barnum & Bailey: Des Moines, Ia., 8; Iowa City 9; Burlington 10; Quincy, Ill., 11; Chillicothe, Mo., 12; N Kansas City 13-14; Joplin 15; Tulsa, Okla., 16; Oklahoma City 17; Enid 18; Lawton 19; Clinton 20.
Wallace & Clark: Richland, Mo., 11; Yates Center, Kan., 13;

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WHITNEY ANNEXES SUTRO POOLS-RINK

San Francisco Operator Obtains More Ocean Frontage, Museum in 250G Deal

SAN FRANCISCO, Sept. 6.—George Whitney, operator of Playland-at-the-Beach, this week announced the purchase of the famed Sutro Baths and six adjoining acres of ocean frontage for a price reported in excess of $250,000. He said that five plunges and the skating rink would be kept open.

As part of the deal with Adolph G. Sutro, who announced last week he would close the baths, Whitney also obtained the Sutro Museum, primarily a collection of Egyptian relics now stored in a Southern California warehouse.

Whitney, who staked his first claim at the beach in 1923 by opening a shooting gallery, now has a beach front play zone which does a yearly gross business of around $3,000,000. Whitney said the name of the pool would be changed to something like Whitney-Sutro Baths.

Whitney said he would refurbish the interior and keep it open at lower prices per swimmer or skater than the Sutro interests had recently charged. This was $1.50 for adults and 90 cents for children.

Sutro said he had spent more than $15,000 a year recently to make up operating deficiencies. The city has refused several times to purchase the plunge for a recreational center.

September to Be Big One at Atlantic City

ATLANTIC CITY, Sept. 6.—One of the most prosperous Septembers in the history of this resort city looms. Apart from the annual Miss America Beauty Pageant, held during the first week, the month is heavily packed with conventions and meetings. More than 40,000 delegates and their families are expected here for 35 different conclaves, which should bode good for concessionaires and operators. Month's biggest event will be the Middle Atlantic Shrine Ceremonial, which is expected to bring over 10,000 Shriners in on the October 12-14 week-end. The 34th annual State convention of the American Legion at near-by Wildwood, N. J., will swell the total of visitors by at least 90,000 more, resort interests say.

Post-Season Schedule Set At Knoxville

KNOXVILLE, Sept. 6. — Chilhowie Park here will start its post-season activity Monday (8) with the Tennessee Valley Fair, which continues thru September 13.

Park Manager Mack Franse said the Southeastern Lumber Association will produce a show for the week of October 20. After that, basketball and boxing tournaments will be staged at the park. In February a cattle show is scheduled for the grounds.

Houston Drive-In Adds 6 Kid Rides, Gives Free Ducats

HOUSTON, Sept. 6.—A line-up of six Kiddie Rides, a TV theater and a concession stand are among added features at the recently remodeled South Main Drive-In Theater here. The spot is managed by Bob Dru, with Arthur Dowdy as assistant.

Rides include Miniature Train, Ferris Wheel, Merry-Go-Round, Jeep, Boat, and Airplane. Train was built by Miniature Train of Rensselaer Ind., and others were manufactured by the Allan Herschell Company, North Tonawanda, N. Y.

Twelve free tickets are issued to every child in each car that brings theater patrons. Additional ride tickets may be purchased at 9 cents each.

Gene Autry attended the spot's reopening.

QUESTION—WHO SNAGGED NAGS?

BRIDGEBORO, N. J., Sept. 6.—Anybody see four stray horses roamin' around? Holiday Lakes Park here reported that someone stole four horses from the Merry-Go-Round during the Labor Day week-end, and four rolls of calliope music to boot. Police investigating the theft said the horses were lifted from their posts. The loot was estimated to be worth $900. Anyone know a hock shop that deals in wooden horses?

Weather Kills Holiday Hopes Of Detroiters

DETROIT, Sept. 6.—The last money-making week-end of the year proved a severe disappointment to local parks because of bad weather conditions over Labor Day, plus the competition of the Michigan State Fair and the International Aviation Exposition, which drew up to 200,000 daily.

Weather started off satisfactorily on Saturday (30), and the temperature remained in the upper 80s until Monday afternoon. Both Sunday (31) and Labor Day afternoons were killed by heavy rains, with evening business kept down to a handful of patrons.

With Labor Day totals well below those for 1951, even tho the weather was cool a year ago, parkmen expect the final figures for the season to average a little below those for last year. Edgewater Park is closing after next week-end, while Walled Lake and Jefferson Beach will remain open a little longer if weather permits.

Cincy Coney Sets Finale Attractions

CINCINNATI, Sept. 6.—Coney Island here, now operating week-ends only, winds up its season September 13-14. For the finale week-end President and General Manager Edward L. Schott is bringing in as featured attraction the Four Aces vocal team that has hit recently via records, radio, TV and niteries. Sunday (14) will be bargain day.

Over the current week-end all attractions and facilities of the park will be in operation, including Sunlite Pool. Al Morgan, the radio-TV-nitery pianist, will appear both days. He will give free performances on the mall at 4 and 9 p.m., and will also appear in Moonlite Gardens at 10:15 and midnight with George Smith's dance ork. A unique attraction Sunday (7) will be Rock and Jerry, said to be Ohio's last surviving ox team. Hitched to a covered wagon, they will be put thru demonstrations of obedience.

Rainy Labor Day Winds Up Big Year At Central Spots

Holiday Storms Spoil Turnouts; Cyclone Lashes Fort Worth Park

CHICAGO, Sept. 6. — Heavy rains blanked out Labor Day for many parks in the Middle West, putting a damper on enthusiasm for an otherwise powerful season. In general, the funspots equaled or topped their hefty 1951 business for the season, a survey by The Billboard showed.

At Fort Worth the weather unleashed its worst Labor Day. A cyclone ripped thru Casino Beach Midway, causing an estimated $100,000 damage to rides. Manager Horace Black said, however, that the spot's first season had brought excellent attendance and grosses. He said commitments have been made for a major expansion program.

The rain stretched from Minnesota to New Mexico on Sunday (31) and moved southeastward to an Ohio-Louisiana line by Monday evening (1).

Springlake Year Up

Oklahoma City's Springlake Amusement Park had high winds but no rain on the holiday. Attendance was off as a result and receipts were down slightly, according to Manager Roy Staton. He declared that the finale was in contrast to the all-time record crowds and grosses scored by the park for the season as a whole.

James D. Carpenter, manager of Carter Lake Pleasure Pier at Omaha, Neb., reported Saturday and Sunday (30, 31) gave fair business but that weather caused poor business on Labor Day.

Ponchartrain Beach, New Orleans, was hit by rain during the morning of Labor Day and remainder of the day was overcast. Manager Harry J. Batt said this reduced attendance to about 70 per cent of normal but that surprisingly high spending kept the beach's gross on a par with 1951. He said the season, which closes Sunday (7), will be up a fraction over last year.

Houston Sets Mark

From Houston, Louis Slusky reported his Playland Park won its best Labor Day attendance since 1948. The afternoon was hot but the crowds were good.

T. A. Fuzzell, manager of War Memorial Park, Little Rock, said the spot's second State-wide Labor Day celebration was better than last year's, altho it was rained out at 8:30 p.m. Attractions included a parade, barbecue and car giveaway. The governor-designate was a guest. Fuzzell said this season was about equal to 1951, despite extreme hot weather's effect on attendance.

At Dr. L. A. Firestone's Flint Park, Flint, Mich., rain broke up the Labor Day rally at which Gov. Adlai Stevenson, Democratic nominee for President, was the principal speaker. And at Riverview Park, Chicago, a heavy all-day rain caused cancellation of the Republican rally. The entire day was lost to Riverside.

Spackman Has 'Saucers'

For Tom Spackman's Indiana Beach, Monticello, Ind., the week-end got off to a good start with a slight increase for Saturday (30) and a rousing 25 per cent increase on Sunday (31). He attributed the Sunday score to commotion caused by a "flying saucer landing" staged in conjunction with Monticello merchants. But the spot then fell victim to a Labor Day rain, starting at 2 p.m. and killing off the fireworks show.

Labor Day week-end was a complete blank for Harold K. Barr's Michigan City, Ind., funspot. Barr said it was a solid rain-out.

From Summit Beach Park, Akron, Manager Ed Palmer reported business was on a par with 1951. This was achieved despite rain on Sunday and late Monday. Special attractions at Summit Beach included fireworks and a free act, Jim Bailey, trampoline.

Mack Franse, manager of Chilhowie Park at Knoxville, painted a rosy picture for the season, with 1952 more than 10 per cent ahead of 1951. However, his Labor Day take was short of last year's.

CRESCENT PROMOTION

Recording-Based Contest Selects "R.I. Red Head"

RIVERSIDE, R. I., Sept. 6.—Crescent Park here scored well with a beauty contest promotion built on regional popularity of Coral Record's "Rhode Island Red Head from Pawtucket." The winner was a red head but she came from Warwick.

Arthur R. Simmons, president-manager of the park, said contest finals drew 1,600 paid admissions, 700 gate crashers and 101 contestants. Teresa Brewer, vocalist who recorded the song, was on band for the finals. The event was staged by the park and radio Station WHIM. Ernie Anderson of WHIM was master of ceremonies. In addition to those attending the finals in the park ballroom was a large crowd which was drawn to the midway by the event.

Newspapers and local merchants participated in the promotion and in distribution of entry blanks.

Rules specified that to be eligible girls had to have red hair—"either natural or otherwise." Simmons announced that the winner, Jane E. Howard, was a natural.

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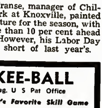

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GIVE TO DAMON RUNYON CANCER FUND

Beatty to Coast For Pic Work, Mulls Closing Circus Early

Poor Business Prompts Thought Of Home Run; Voise Act Closes

COLUMBIA, Mo., Sept. 6—Clyde Beatty left his show at Ottumwa, Ia., on Labor Day (1) and went to the West Coast to begin movie and television film work.

This marked a second shift in his plans. Originally, he was to leave when the show returned to the States, but later he announced the filming had been postponed and that he would stay with the circus for the remainder of its season.

There were unofficial indications that the show might call it a season at any time. Business generally has been poor and the question of closing has come up several times. General Agent William Moore has returned to the show. The Harold Voise flying return act closed at Ottumwa. Joseph Walsh is working Beatty's cat act.

Despite talk of closing for the season, it was hoped that business would warrant the show's continuing until shortly before the Orrin Davenport date at Houston in November. Beatty will play that engagement.

Labor Day Strong

Competition, public reluctance to bring children out and rain have been working against the show. Bad weather at Fort Dodge, Ia., (28) resulted in weak business. Storm Lake, Ia., gave two half houses in rainy weather Friday (29). Iowa Falls on Saturday (30), produced only handful houses, with a week's run of "The Greatest Show on Earth" catching some of the blame.

The Labor Day (1) stand at Ottumwa, on the other hand, brought out exceptionally good business. Matinee was near-full and the evening show had a capacity crowd. The Barnes Bros. Middle Western unit had played the town five days earlier to small attendance. Barnes and Beatty paper was up at the same time and, altho the shows denied knowledge of it, some damage to paper was reported.

Con Colleano fell 15 feet when a guy wire on his tight wire rigging broke at Ottumwa. He suffered a bruised shoulder but worked the next day.

Columbia, Mo., was the Wednesday (3) stand, and there Beatty had less than one-quarter for the matinee but a three-quarter crowd at night. The show was two days behind the Boone County Fair.

Cole & Walters Business Dips In South Idaho

EDEN, Ida., Sept. 6.—Business for Cole & Walters Circus, which picked up strongly in recent weeks, dipped again as the show moved thru Southern Idaho. Bellvu on Labor Day (1) gave a full matinee and two-thirds night house. Parma and Homedale were good, but the others in the section were so-so.

Weakest recent stand was Mount Home, where Cole & Walters was behind Wallace Bros. It also will follow the B. C. Davenport show into American Falls, Idaho, and Green River, Wyo.

Cole & Walters and Siebrand Bros.' Circus Carnival were in opposition at some stands, including Eden. The Hazleton, Idaho, newspaper reported all Cole & Walters paper for Eden (2) was covered with Siebrand paper for the latter's stand at Twin Falls.

Mills Business Big on Holiday

WOONSOCKET, R.I., Sept. 6.—Mills Bros.' Circus played to a strong matinee and good night house here on Labor Day (1) to continue its successful run thru New England, according to Fred Stafford, Mills press chief.

At Taunton, Mass., Friday (29), the show bucked an annual children's event and came off with two one-quarter houses. Kiwanis Club was the Taunton auspices.

Bary Zoo Plays Manitoba Towns

FLIN FLON, Man., Sept. 6.—Howard Y. Bary's British Africa Zoo Train closed a successful four-day run here Thursday (29). Sponsor was the Flin Flon Rotary Club, which made Bary an honorary member.

Bary was just ahead of Class A fairs in Western Canada and was only a few days ahead of Clyde Beatty Circus at Brandon, Portage La Prairie and Winnipeg. The Zoo Train admission is $1 for adults and 60 cents for children.

Ed Riley, former boss billposter for Ringling-Barnum, has four men ahead of the Bary show.

Storm Warning Forces Rogers To Blow Stand

CONWAY, S. C., Sept. 6.—Rogers Bros.' Circus cancelled both performances here Saturday (30) in the face of weather bureau warnings of an approaching hurricane. Conway is about 12 miles from the Coast, and the storm was expected to strike during the night.

The circus was all set for the matinee when the decision was made to tear down. So far as weather developments were concerned, a night show could have been given, since rain and wind did not strike the area until after midnight. Center of the storm was about 100 miles south.

At Orange, Va., the Rogers show had a three-quarter matinee and full house at night with Jaycee auspices.

Capell Hit By Fair

MEDICINE LODGE, Kan., Sept. 6.—Capell Bros.' Circus felt competition of the nearby Barber County Fair when it played here Wednesday (27). The circus drew a light matinee and a half house at night. The fair opened the same day 20 miles away.

CLOWNS NO FUN SAY REDS; MAKE "FLESH CREEP!"

VIENNA, Sept. 6. — "The clown in the circus of the people's democracy should contribute not by coarse nonsense but by constructive criticism to the Socialist circus," observed the Hungarian Communist journal Szabad Nep last week in an unfavorable review of Hungarian performances on "one of the most important sectors of the cultural front—the art of the circus."

The newspaper complained that "offerings of Hungarian clowns are still based on the old capitalistic formula of making the flesh creep."

"Their task should be instead to hold up to ridicule cosmopolites and those who did not want women to work, apers of Western fashions, and those who denied personal responsibility for work done," it added. How pathetic can the Commies get?

St. Louis Rodeo Pulls Crowds For Tom Packs

ST. LOUIS, Sept. 6—The St. Louis Firemen's Rodeo, produced by Tom Packs and starring the Cisco Kid and Pancho, was playing to near-capacity crowds in Packs' 14,000-seat Oakland Stadium this week. Event runs thru Sunday (7).

The show opened with an advance sale in excess of $100,000 and drew 27,000 persons for the first day's shows, Sunday (31), it was reported by Jack Leontini of the Packs organization.

Working with the Cisco Kid (Duncan Rinaldo) and Pancho (Leo Carillo) were Bill Catching and Troy Melton, movie stunt men. They take part in a "hold-up" scene using an antique stage coach.

Col. Jim Eskew supplied the stock for the RCA rodeo events. The stage coach also belongs to Eskew, who found it on a Vermont farm.

Miller Bros. Sets 3 Dates In Phila. Area

HATBORO, Pa., Sept. 6.—American Legion Post 798 here will sponsor a Miller Bros.' Circus date October 4. Matinee and night performances will be given for the benefit of the post's Child Welfare and Building Funds campaign. Heaviest local proceeds will come from the reduced-price advance ticket sales. Details also are being worked out so that needy youngsters of the area can attend the matinee free of charge.

Miller Bros. also will play under charity auspices at Bryn Mawr, Pa., October 3, and at Overbrook, another Philadelphia suburb, October 10. The YMCA and Overbrook Lions' Club are the sponsors.

Labor Day Business Fills King Top Twice at Durham

DURHAM, N. C., Sept. 6.—King Bros. & Cristiani Circus rolled up a big Labor Day gross here Monday (1), with two straw houses filling the top. The stand was under American Legion auspices.

Other stands, with few exceptions, also brought strong business. At Kinston, N. C., Friday (29), the show had a three-quarters matinee and a full night house with some standees. An estimated 20,000 persons crowded streets for the parade, heralded as the first there in two generations. Show came in shortly after the opening of local tobacco markets. Junior Chamber of Commerce was the auspices.

Emporia, Va. (27), produced a near-capacity house for the matinee and probably would have done as well at night. Rain, however, held evening business to three-quarters. Lions Club was the sponsor.

Jess Bradley, show agent now with Franco Richards' attractions, and Johnny Wykiel, Owensboro, Ky., tobacco buyer, were among recent visitors.

Wis. Turnaways For Ringling-Barnum

Madison Only Fair, But Crowds at Appleton, Beloit Take Up the Slack

FREEPORT, Ill., Sept. 6.—Tremendous business that began in South Bend and Chicago for Ringling Bros. and Barnum & Bailey continued thru the show's Wisconsin route, with Appleton and Beloit outdoing each other for honors as the banner stand.

Menominee, Mich., one of the smallest towns on the itinerary, had a heavy advance sale under American Legion auspices. Several thousand were at the runs Thursday (28) to see the town's first major show in a reported 40 years. Hot weather cut into ticket sales on the lot. Never-the-less, the show had a half house in the afternoon and better than three-quarters at night.

The big Appleton stand came Friday (29), with turnaways for both performances. Several rows of patrons were on the straw, forcing elimination of the elephant finale. The show trains were late in arriving from Menominee. Junior Chamber of Commerce was the auspices. Crowd at the runs was reported to be the largest since the show played Detroit and Cleveland.

Madison Places Second

Madison, usually a pace-maker for Ringling business, fell short of the marks set by neighboring towns this year. But it gave two three-quarter houses, with rain hurting night business slightly. Optimist Club sponsored the Sunday (31) stand.

Beloit was the Labor Day (1) stand. Again, both performances were turnaways and strawed. First estimates were that these houses added up to more business than those at Appleton. Charles Kitto, circus fan, was credited with much of the advance sale success in Beloit.

Freeport, Ill., followed on Tuesday (2) with better business than anticipated, since the town seldom has proved big for the show. While the matinee was lightly attended, the night performance drew near-capacity. American Legion was the auspices.

Jacobsen Show Asks Copyright On Title Plan

VAIL, Ia., Sept. 6.—Charles Jacobsen said this week that the Hollywood Circus Corporation had taken first steps toward copyrighting its plan for producing circuses under titles chosen by auspices. The show uses no title of its own, and Jacobsen, co-owner of the outfit, said the system had proved unusually successful.

Meanwhile, advance sales for the show's upcoming dates have been generally good and new contracts have been signed. Racine, Kenosha and Manitowoc, Wis., are new dates. This will be the first indoor show to play Kenosha, Jacobsen stated.

This show's promoters wind up their advance sales well ahead of the performance date and auspices continue the sale until show time. The show opens in October. Dick (Preacher) Brandon's promotion at Eau Claire, Wis., was 25 per cent ahead of last year. H. J. Auen was 50 per cent ahead at Fond du Lac, Wis. The Pueblo, Colo., advance, handled by Co-Owner H. W. Jacobsen, was down somewhat but is expected to be increased by the auspices.

Rogers Bros. Bucks Wait Paper in N. C.

COLUMBIA, S. C., Sept. 6.—Rogers Bros.' Circus, sponsored here by the Junior Chamber of Commerce, bucked wait paper from the King Bros.-Cristiani show and rang up what Boss Si Reuben termed his best single date of the season.

The circus played three shows, two straw s matinee and night, and an extra matinee that drew 1,500 persons. Total attendance was 8,500.

The show skipped the hurricane area by a matter of hours and came thru undamaged, moving off the coastal area into Columbia.

African Bulls Bring Diano Total to 7

CANTON, O., Sept. 6.—Arrival of two African elephants at quarters of Tony Diano's Diamon-O Ranch Shows here last week, brought the elephant census of the show to seven.

Jimmy Kaaro, formerly with Cole Bros., is in charge of the animals. Five zebras consigned to the show were in quarantine in New Jersey last week. A sixth died aboard ship en route from Africa.

Night Big for W. & C.

MONTICELLO, Wis., Sept. 6.—Wallace & Clark Circus had a one-quarter matinee but a near-capacity night house here Thursday (28). A brief rain cut afternoon business, and the show moved out in a heavy rain the next morning. Attendance was considered strong in this town of 792 people.

Under the Marquee

Tommy Peyne, concessionaire who had the parking lot for Ringling-Barnum's stand in Chicago, states that estimates were wrong and that the lot grossed $1,500 for the three-day total.

Jim (Gremps) Harris, formerly a Ringling horse trainer, is 99 years old and will reach the century mark April 1. He's leaving Tuesday (11) for a vacation in Europe where he was with circuses before coming to this country... **Merge V. Kelly**, secretary, announces the Circus Clown Club has started a branch in West Germany. The September issue of Hobbies Magazine will carry a yarn by **Dana Sievens** about the club.

Fred Speers, former acrobat out of Floral Park, N. Y., is a patient at the Edgewood Division of the Pilgrim State Hospital, New York... **Bill Parker** and **Jim Brown** are making farm sales and sales with novelties and pitches. They'll play fairs starting Monday (8) at Taylorsville, N. C. **Jim Stutz**, show agent, is looking for a Long Island, N. Y., site for a permanent circus zoo exhibit.

The **Engessers** are operating three units, exhibiting giant rats, at farmers markets in Pennsylvania, New Jersey and New York. **George Engesser**, formerly the operator of Schell Bros. and other circuses, reports good takes with the units. **Billy Powell**, wire-walker, and his wife, **Gee-Gee Engesser Powell**, have a new son. The Engessers will play fairs in Dallas and other Texas spots.

Claire Fawcett, author of circus books, and **Anthony Conway**, who were married Saturday (16) in Baltimore, met on the Ringling show, became engaged in Madison Square Garden and expect

(Continued on page 35)

Dressing Room Gossip

Cole & Walters

Show's population took a sudden drop with the sounding of school bells. Sally Bell, Lea Rea Atkins, Morris Rex, John Linblad, and Ronnie and Donnie Wells departed with Mrs. Jean Wells.

Shirley Cole left to join her husband, Charles Rex, who is stationed at Fort Bliss, Tex. Mr. and Mrs. George Lewis returned to Seattle. Joe and Rosie Wright made their debut in the big show at Kuna, Idaho. Under Bill Johnsons's instruction, they have come up with a ring act that is an asset to the performance.

Bill Woodcock of the Miller elephant act, Teresa and C. J. Matchett and the Guiterez Troupe visited while the Siebrand show was nearby. Francis Wallace, Mr. and Mrs. Wallace Winter, were visitors.—AL CONNER.

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Ringling-Barnum

Wisconsin gave us big business. Weather started out warm, but cold winds hit us and in Freeport, Ill. A number of the kids on the show have returned to Sarasota to enter school. Among them are Curtis Genders, Emmerick Morowski, Linde Lawson, Charlene Wallace and Dorita and Ronna Durbin. Charley White is now one of the assistant prop bosses. Congratulations to Mr. and Mrs. Joe Sparpana on the recent birth of their daughter. Joe and Count Nickolas celebrated birthdays. Nate Eagles presented the count with a beautifully tailored suit as a birthday gift.

Mr. and Mrs. M. G. Gorrow, circus fans, gave a party at their home in Appleton, and Pinito and Juan were their house guests. Kay Burslem had a busy time when we played her home town, Madison. There, a number of circus fans gave a dinner party for a large group of show folks, and Sverre Braathen showed his colored slides. Wisconsin circus fans turned out strong and many of them spent a number of days touring with the show.

Visitors: Herman Rick and son Freddy; Jack Kolar, Herm and Mary Linden; Mr. and Mrs. Heidel, Miss Woodruff, Fay and Bex Braathen, Dusty Rhoades, John Zweifel, Mr. and Mrs. Van Epps, Frank C. Friedmann, Mr. and Mrs. Al Lindemann and billposting crew of Kelly-Miller; Nina Cristiani, John Griem, Ruth Sweeting, Mr. and Mrs. Clyde Noble, Mr. and Mrs. W. D. Larison, Frank Sheppard, Peggy Thomas' mother and son; Mr. and Mrs. George Finnegan, Mr. and Mrs. Rufus Wells, Prof. Frank Thayer, Sterling Sorenson, Mr. and Mrs. George Stein, Mr. and Mrs. Dean Thomas, Mr. and Mrs. Roy Henderson, Zella Hall, Mr. and Mrs. Ed Fuehrmann, Mr. and Mrs. Doc Wilson, Maryon Fuehrmann, Joe Taggart, Mr. and Mrs. Charles Kitto, Dr. and Mrs. Earl Hicks, Dr. and Mrs. Sylvan Francois, Edwin Barlow, Mr. Leffler, Mr. and Mrs. C. A. Fox, Mr. and Mrs. Roland Wildie, Mr. and Mrs. May end Judge and Mrs. Burr. —MARY JANE MILLER.

Hagen Bros.

In Snyder, Tex., a high wind threatened a blowdown all day but somehow a complete performance was given during the peak of the wind at night. Paul Pyle and a limited crew of workingmen got the top down without mishap.

Owner Howard Suesz is confined with a case of flu, Mr. and Mrs. Huff Davis visited at San Angelo and took Mildred, Paulette and Donna Pyle back to their Gonzales home. Media Banta, now working web and ladder, celebrated her birthday with a backyard party on the windswept Abilene lot.

Bud DeVenney has joined Helen and Don Jerry Hartley. Don Jerry was ill recently. Jimmy Lock left for the Army and we miss his 30-minute calls. Bill Ward's huge dog takes Hans Claire for a daily walk.

Hank Carlyle of the Gil Gray advance, Mr. and Mrs. Fred Decker and Mrs. Corky Plunkett visited.—JOHN TOY.

Clyde Beatty

Announcer Charley Cox paid tribute to Clown Laurence Cross when we played Ottumwa, Ia., Cross' home town. Several of his relatives were guests of Harold Hall and Rube Simonds at the show. Cross was with this show several years before going to the Polack show this season.

Everyone pitches in to help get the show up after late arrivals and all matinees have been on time. George Davis and his cookhouse crew turned out a chicken dinner for Labor Day. Clowns Blinky Huffman, Gene Warnke and Rube Simonds paint the banners on an assembly line.

Sammy King, boss of the padroom canvas, was in a hurry at Iowa Falls and let the top down on the performers. A volley of howls and a mad scramble followed. Rose Murphy, Milonga Cline and Clyde Birckett are on the sick list.

Visitors included Dr. and Mrs. Theron Nelson, CFA; Willard Gerenbeck, CMBOA, Earl Shipley, AGVA; the Rev. Clement Flannery; Jack Crippen and Harry Villeponteaux. — EDDIE DULLUM.

Mills Bros.

Johnny Pugh, Genevieve Tharp and Rita Stroud won prizes for deep sea fishing during the excursion at Hyannis, Mass. A few others took prizes for being greenest around the gills. Bert and Jeanette Wallace, Marshall Tharp, Ray Haddix, Virgil (K.Y.) Sagraves, Blackie Wilson, Myrna Karsey, Felix (Fat) Brazon, Danny Mills, Jake Mills and Fred Stafford also were in the party.

Mrs. Emilio Paolucci visited her husband, trombonist. Roland Eris celebrated his 7th birthday, his first in this country. Ray Brownell, Ira Brownell and Fred Campbell were guests of Jake Mills at Bristol, R. I. Ray Friesel, who vacationed on the show, left for the model builders' meeting at Hershey, Pa.

Art Gunther entertained our clowns at a picnic lunch. The George Hanneford Family, now playing parks, visited at Fall River. Buzzie Potts Ring, of model builders, made Fred Stafford an honorary member. Most of the personnel took part in a recorded radio show at Fall River. Mr. and Mrs. Fred Timon came on for a few days' visit.

The school exodus has begun. The Harry Mills' children, Danny and Janice, with Phyliss Goering and Mrs. Jack Mills returned to Cleveland. Arlene Mills returned a week ago.

Visitors included Jimmy White, Jim Hoye, Bill Day, Jim Harrington, Elly and Eddie Ardelty, Fred Sherry, Bill Hornsby, Frank Sullivan, Joe White, Ludger Paquette, Bill Francis, Lester Shaw, Thomas Dill, Mr. and Mrs. John Wagner and Mr. and Mrs. Edward Kessler.—JACK LaPEARL.

Polack Western

Flo Newbury and son, Dean, are vacationing at Santa Cruz, Calif. Everyone enjoyed the local spots of interest at Vancouver, and many took in the Grouse Mountain ski lift. Justus Edwards spent a few days resting at Victoria on Vancouver Island. Bobo Barnett is expecting an important message from Otto Griebling.

Albert Spiller has a new seal in the act. Arthur Wallenda celebrated his birthday with a party at which Herman Walenda's dog distinguished himself by eating Curly Wieszner's share of the cake.—HARRY DANN.

Wallace Bros.

A new blue and white marquee arrived at Williston, N. D. Billie and Jim Plunkett have the concessions. Harry Hammond has joined to replace Jimmy Winters in the office wagon. Sondra and Henry Thompson, knife throwers, bought a new jeep to pull their trailer. Owner B. C. Davenport and Maruce Marmolejo drove 117 miles from Lewiston to Billings, Mont., to visit Siebrand Bros.' Circus and Carnival.—MAURICE MARMOLEJO.

Indiana Tops '51

● Continued from page 27

with excellent crowds all five nights. Jan Garber and his orchestra provided the music for this event.

Set Cycle Races

Fair winds up today, the one additional day, with AMA motorcycle races as the afternoon attraction. The finale on the program will be the country and Western music jamboree in the Coliseum this evening. This will include radio performers from stations WLS, WHAS and WLW. The State baton twirling contest is scheduled as a morning event on the final day.

Cetlin & Wilson Shows, midway organization here, reported fair business all week. The rain and cool weather Labor Day hurt, but the two owners said business was satisfactory.

Acts in the Barnes-Carruthers grandstand revue included Bokara Troupe, teeter board; Stan Kramer and Company, puppets; Elsa and Waldo, comedy; Risko and Nina, plate spin; Minl and Ling, Chinese hillbillys; aerial Hustreis, sway pole; Nobles Plutocrats, dogs; Torina and Eric, high act; Dick Goon and Karen Ford, songs, and Joe McKenna, emsee.

Admission prices on the Shriner-Harris opus were scaled at $1.80 to $3.00; B-C and Horan shows an' motorcycle races are pegged at $1 to $3.

Under the Marquee

● Continued from page 34

to spend part of their honeymoon with Ringling - Barnum. Mrs. Conway has written the libretto for a circus opera.

Spencer, Betty and **Herbert Stine** with **Robert Styles** caught the Kelly-Morris Circus at Bethesda, Md., where the show had a near-full night house.

When the **Aerial Selts** played in Columbian Park, La Fayette, Ind., August 31 they were accompanied by the La Fayette Band which numbers among its members former troupers **Bob Loder, Ross Dwiggens, Wilbur Leath, Mike Kammer** and **H. J. Wills.** Rain killed the Labor Day performance. . . . **Charles Hilders,** clown, has closed with the Clyde Beatty Circus to return to his home in Pacific Grove, Calif. This was his last season with the white tops. He will devote time in the future to his school show.

Serenado, performing horse owned by **Adolph** and **Clere Delbosq** and booked with the Boyle Woolfolk revue, was presented with a blue ribbon at New Ulm (Minn.) Fair and a grand champion ribbon at the West Union (Ia.) Fair. . . . **C. Kemp Hart,** frequent contributor of circus news to The Billboard some 35 years ago, is living in Skowhegan, Me. . . . **Irving Romig** recently left his wife, **Rose,** and newly born son, **Christopher,** to play five week of Tennessee fairs and Houston and Kansas City Shrine shows.

Roland J. Weber, Chicago model builder, had his miniature circus at the Minnesota State Fair under auspices of a St. Paul department store and played to good crowds... **Roy K. Chapman,** veteran trouper of Evansville, Ind., caught Ringling and Rogers recently. He's on the mend after hospitalization... **Pinito Del Oro** and her husband, **Juan De La Fuente,** of the Ringling show, were guests of **Mr. and Mrs. M. G. Gorrow** while the show was at Appleton, Wis. The Appleton Post-Crescent ran a photo and story about the troupers and fans. . . . The **Snell Brothers,** Clowns, will play the Audubon, Ia., fair September 10-11.

Merle Evans, Ringling-Barnum bandmaster, and **Nina Thomas,** secretary to the general manager on Ringling, have announced their engagement. They plan to be married in November.

Capt. Eugene and **Mary Christy** and **Mr. and Mrs. Ottie Burns** and son visited Polack Bros. at Rockford, Ill. The Christys with **Mr. and Mrs. Tony Alvarado** and daughter; **Kenneth Pasco** and **Jimmy Mulligen** caught the Ringling-Barnum show at Freeport, Ill.

Pete Callahan, who trouped with the old Barnum & Bailey circus and many other shows as an acrobat, is chief ticket taker at the Loew-Poli Palace Theater, Bridgeport, Conn. House is managed by another veteran circus man, **Matt Saunders,** who was press agent for the Buffalo Bill Show. The old-timers recalled that 50 years ago, while with the Diefenback, Burns & Nina Show they were stranded somewhere near Cincinnati. Saunders and several other performers contacted the late **William H. Donaldson,** who not only got them several weeks of work but also invited them to be his guest at an outing. The pair also had fond memories of **Ad Kripner,** a Cincinnati hotel operator, who always staked a performer down on his luck. They said Kripner was never known to lose a cent in helping out.

Boswell Bros. and **Turnbull's** circuses played day and date at Durban, South Africa, during the racing season, with the bigger Boswell show winning the better business. It was Boswell's 35th consecutive season at Durban during the races... **Robert N. Mayer,** former trouper now is with a concrete company in Las Piedras, Venezuela, reports that Ruiz Bros.' Circus, a side-walled, all-acro show, played Punto Fijo, Venezuela, to good business.

Attractions at Findlay, O., during Labor Day week were the **Walter Head** skating act, **Kenneth Waite** and the **Poodles Hanneford** riding act.

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Syracuse Forges Ahead of '51 Mark, May Smash Record

N. Y. State Event Escapes Holiday Storms; Gate Is 15,000 Up on 1951

SYRACUSE, Sept. 6. — New York State Fair was one of the few lucky outdoor endeavors in the East on Labor Day. It got the full day in while other annuals and permanent installations not too far away were being buffeted by gale-like winds and heavy rains.

While holiday attendance was off nearly 3,000 from a year ago, an increase of some 15,000 on Sunday (31) gave the fair a comfortable margin of 14,853 by Wednesday (3). The weather remained clear thru yesterday and indications were that it would continue fair thru today, thus providing a gala wind-up.

Comparative attendance figures are:

	1952	1951
Sunday	46,870	43,575
Monday	80,353	83,609
Tuesday	37,776	40,038
Wednesday	45,750	43,614
Total	272,769	257,916

The appearance of Governor Dewey, who lauded fairs in general in a luncheon talk on Thursday, drew a large crowd, estimated in excess of 50,000. The slackening of attendance on Labor Day may have resulted from the knowledge that the narrow approaches to the fairgrounds become clogged with traffic early on the holiday. In the past radio stations have gone on the air early in the day to warn would-be visitors away because of the unmanageable congestion.

Big Race Purses

With purses of more than $10,000 a day offered in harness racing, the field of horses here was notably large. One of the principal gate stimulating events, a 100-mile championship auto race, was scheduled for this afternoon.

Fair execs were hopeful that the total gate attendance would exceed 400,000 and establish a new record. It was pointed out that the total gate thru Wednesday was more than 33,000 ahead of 1950. The Wednesday crowd was the biggest that day has registered since resumption of the fair after the war. The attendance record for the event, set in 1950, still stands.

An ice show was featured in the Coliseum from Thursday night on. Other entertainment features included band concerts and the Irish Horan Lucky Hell Drivers at the grandstand.

The James E. Strates Shows on the midway reported that business was equal to that of last year.

Lumberjacks, Rodeo Swell Stockton Gate

STOCKTON, Calif., Sept. 6.—Lumberjack contests and Christensen Bros.' rodeo swelled the night gate at the San Joaquin County Fair, which concluded its 10-day run here Sunday (24), but over-all paid admissions dipped slightly below 1951. Unofficial figures indicated a paid attendance of 97,223, against 105,566 last year.

Drop-off was blamed on overlapping of the dates with those of other fairs, which also cut the pari-mutuel handle from last year's $1,166,566 to $1,130,363, despite an added day of racing.

The event, said E. G. Vollmann, veteran manager, pulled a record breaking number of exhibitors, both in the commercial and in the competitive divisions. The fair's plant was bulged at the seams, despite a number of additions. Premiums offered amount-

(Continued on page 44)

Weather, Polio-Hit St. Paul Registers 819,015 Attendance

75 to 100G Net Seen Despite Lowest Gate in Years; Midway off 31G

ST. PAUL, Sept. 6.—Slugged by a polio outbreak and bad weather, the 91st annual Minnesota State Fair took a nose-dive in the vital statistics department for the 10-day exposition which closed Labor Day.

Attendance was down, the 619,015 total the lowest since World War II.

The over-all gross of $896,000, plus advance sales not yet reported, was 11 per cent under the 1951 figure.

Royal American Shows' midway gross fell to $176,000, compared to $209,000 a year ago, a drop of $31,000.

Night grandstand attendance sagged 5,000 under a year ago to an 84,000 figure.

Space Sales Up

The horse show slumped from $40,000 last year to $21,000 this year.

However, despite these jaw-sockers, Douglas K. Baldwin, fair board secretary, cited the following to prove that all was not gloom.

Despite the attendance fall-off, the State Fair stands to make an operating profit for the 10-day run of between $75,000 and $100,000.

The concessions and exhibit space gross of $110,000—plus the midway gross—was a new high.

The afternoon grandstand attendance of 165,000 was ahead of the 162,000 recorded in 1951.

With the polio scare hitting hard—more than 1,000 cases and numerous deaths being reported —kid attendance fell off 21,000 from the 162,000 admitted thru the gates a year ago.

While the newspapers didn't go out of their way to crack the polio scare too heavily, radio and television became "somewhat hysterical" over the situation, Baldwin said.

In 1946, when the State's worst polio epidemic hit, the fair was cancelled. Yet, tho there were only 500 fewer cases this year

(Continued on page 52)

Du Quoin, Ill., Pulls 277,922 For New Mark

Milton Berle Show Tabs 7,500, Despite Rain, Cold Weather

DU QUOIN, Ill., Sept. 6.—Milton Berle drew about 7,500 persons in rain at the Du Quoin State Fair here Labor Day (1) to ring down the curtain on the annual's best attended run. In the nine days, attendance totaled 277,922.

That total was estimated at about 15 per cent above last year. New daily attendance marks were set on seven days, the exceptions being Monday (25) and Saturday (30). Attendance on Labor Day alone was about 60,000, it was reported.

Berle was in for a single performance. His advance sale was stronger than that of Bob Hope two years ago, according to the fair. About 2,500 tickets had to be refunded, however, because of the rain. Approximately 7,500 seats are under cover of the grandstand canopy.

The grandstand show, headed by Margaret Whiting, fell off on Saturday night (30) but picked up strongly again for its final performance Sunday. AAA midget auto races on Saturday were off slightly. A near-full stand of 9,000 persons saw the AAA motorcycle races Sunday, giving that event its best Du Quoin score. Big car races on Monday played to an SRO crowd for another record. J. E. (Buck) Kidd produced the AAA auto races.

C. C. (Specks) Groscurth's Blue Grass Shows on the midway wound up their stand with big crowds on Sunday and Monday.

32,000 at Rutland First Day Despite Labor Day Deluge

Attendance Trails '51 Slightly, But Grandstand, WOM Do Well

By AARON STERNFIELD

RUTLAND, Vt., Sept. 6. — A light afternoon drizzle, which turned into a raging downpour by nightfall, kept opening day attendance at the 107th Rutland, Fair here from threatening any records. Yet despite the worst Labor Day weather in years, some 32,000 persons, only 2,000 less than 1951, attended the Vermont event Monday (1).

Fair officials explained that large numbers were on the grounds in the face of bad weather because many came in the morning when the skies were only threatening. Monday afternoon's grandstand attendance was estimated at 6,000, and the 1,600-car parking area inside the grounds was full by 10:30 a.m.

Arthur Porter, fair manager, reported that business was remarkable considering the adverse weather.

"Grandstand Follies"

"The Grandstand Follies of 1952," booked thru George A. Hamid, was rained out Monday and tickets for that performance were honored at a second show given Tuesday night (2).

The show played to near-capacity houses that evening. The revue had a 20-girl Roxyette line and featured the following acts: Vic Hyde, one-man band; George Keller, wild animal; Paul Remus and His Toy Boys; Annell and Brask, bicycle; the Lanarettes, acrobats; Gaudschmidt Brothers; the Tuckers, trampoline, and Francine Volante, trapeze.

Art Craig Matthews was singer-

(Continued on page 44)

Revived Run Draws 40,000 At Spokane

SPOKANE, Sept. 6.—Spokane's first Interstate Fair in 21 years drew to a close here Labor Day (1) after attracting an estimated 40,000 persons, according to John T. Little, fair president.

More than 15,000 passed thru the gates on the final day and 4,016 paid to see the final rodeo performance. Night grandstand show was booked thru Consuelo Theatrical Agency, Portland, Ore., and included Arthur Ward, juggler; Brats, unicycle and trampoline; Chic O'Dell, monkeys, and the Semplers and Starrs, high wire and sway pole.

Ray Barber, Lewiston, Ore., provided the rides and shows on the fun zone.

Mineola Event Seeks Record Of 450,000

Free Grandstand Offered for First Time; Midway Big

MINEOLA, N. Y., Sept. 6.—With the most radical physical rearrangement of the grounds since its 88-year occupancy, Mineola Fair opens Tuesday (9). The 110th annual event will close Saturday (13).

Removal of the race track, a landmark in Long Island harness racing, and regrading of the property has enabled fair officials to effect a layout which places every exhibit and concession within a minimum walking distance. Lighted arches over the main plazas have also been installed.

A radical departure this year will be a free grandstand. Also to be offered for the first time will be set-piece fireworks instead of customary aerial displays.

Again on the midway will be the I. T. Shows. Grosses for the run should be high in view of the fact that the show will have no competition from the grandstand, price-wise.

Attendance is expected to hit 450,000, officials say. Last year 401,000 attended the event. A general increase in individual exhibit and competitive entries has taken place, numbering well over 4,000.

Gate admissions are pegged at 60 cents for adults and 40 cents for children under 12. Friday (12) is a free day for kids.

ALL THE INGREDIENTS

Hamid's "Grandstand Follies of '52" Gets Warm Welcome in Hinterlands

By AARON STERNFIELD

George A. Hamid has been around enough to know all the ingredients that go to make up a successful grandstand show, and this knowledge was very much in evidence at his "Grandstand Follies of 1952."

If the reception the show got at the Rutland (Vt.) Fair when this reporter caught it Tuesday (2) is any indication, the "Follies" will be a strong asset to every fair it plays this season.

The motif was an airplane tour around the world, starting in New York and hitting England, Scotland, France, Spain, Italy and Hawaii. A 20-girl line, composed of fast-stepping Roxyettes, paced the show.

Scenery Changes

Scenery changes were handled expertly and unobtrusively. Triangular panels at the rear of the stage enabled the stagehands to change the settings from New York, to the Scottish highlands to Paris and back to New York. Each change took less than a minute.

The lighting was of as high a caliber as one might be expected to encounter in an outdoor production. Glenn Childers, chief electrician, kept the production numbers well lighted and visibility was good at any point in the 4,000-seat grandstand.

The revue started with an airport scene, with the Roxyettes climbing aboard the plane. The night take-off lighting effect was impressive.

Matthews Guide

With singing-emsee Art Craig Matthews acting as guide, the party landed first in London where Annell and Brass, a bike act, went into their rountine.

The next stop was Paris with a "Folies Bergere" production number, followed by the Gaudschmidt Brothers and their French poodle act.

Brilliant lighting and snappy kilts worn by the Roxyettes were the highlights of the Scottish production number, which combined with an effective highland backdrop, was the strong point of the show. Paul Remus and his Toy Boys were worked into this number, the little men making their appearance by bursting thru bass drums.

Volcano

The scenery changed from Scotland to Hawaii in a hurry. A panel insert, blending with the scenery, changed a forested mountain to a volcanic one and a fair-sized eruption was produced at the end of the number.

Vic Hyde's one-man band routine does a lot to give the package balance. The self-styled "Mayor of Niles, Mich." plays an alto and soprano cornet at the same time, then plays three trumpets at once, and winds up with four cornets in his mouth at the same time. Between musical renditions, Hyde keeps the crowd laughing at his rapid-style patter.

The package has a little of everything, all of it top drawer. The Tuckers, two gals and a male comic, combine good trampoline work with excellent comedy. The Lanarettes, four gals and a man, are acrobats—and good ones.

Mixed Cats

George J. Keller worked a cage of mixed cats with aplomb. The cage was off stage and behind the track rails. Better lighting would have heightened the audience's enjoyment.

Francine Volante on the trapeze was a crowd pleaser, and she wowed cash customers when she leaped from a springboard onto a breakaway trapeze.

Band leader Vince Broelli handled the music with three of his own men on drums, trumpet and trombone, the remainder of the band composed of members

(Continued on page 44)

Gridley, Calif., Dips Under '51

GRIDLEY, Calif., Sept. 6.—Both attendance and premium money at the Butte County Fair here for four days ducked slightly under 1951, Joseph E. Whitaker, secretary-manager, reported. The turnstile clickers were set at 25,000, which was 176 under last year and award cash was down to $31,500, about $200 short of 1951.

Crafts Shows played the midway. Hardtop racing was featured on Friday (22) with rodeos on Saturday and Sunday. Billy Jack Wills played a free dance on Friday night with Don Churchill playing for the paid event the following evening.

Whitaker said general admission to the fair was $1.50. Concession take was reported slightly under 1951.

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Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended September 8.

The complete list of Fair Dates was published in the issue dated July 26. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Alabama

Robertsdale—Baldwin County Free Fair. Nov. 4-8. J. A. Hendrie.

Florida

Quincy—Gadsden County Tobacco Festival & Fair Assn October. Weldo & Correll.

Tennessee

Lexington — Henderson County Colored Fair Sept. 29-Oct. 4. C. C. Bond.

PNE Records New Gate Mark, Pulls 716,384

Polack Circus Gets Strong Turnouts; Midway Closes Big

VANCOUVER, B. C., Sept. 6.—Pacific National Exhibition wound up its 11-day run here Labor Day after racking a new all-time attendance record of 716,384, eclipsing the 885,695 who came to see the expo last year. And in setting this new mark the annual overcame a handicap of rain on three days.

A new one-day mark was also set on the final day when 103,085 patrons poured thru the outside gates. Polack Bros.' Circus, main coliseum attraction, staged three shows that day, all of them playing to filled seats. The circus, in for its longest run this year, was a strong draw and played to full, or almost full houses all 11 days.

Miss PNE Crowned

Crowning of Miss PNE Wednesday night (27) on the stage of the outdoor theater pulled an estimated 8,000. Livestock exhibits were a focal point for many and almost all classes were filled with record entries. The rabbit and poultry shows were equally popular as were the dog and cat exhibits. The Hobby Show, always popular here, reportedly drew more patrons than last year.

The big wind-up Monday night (1) featured the giveaway of $25,000 in prizes before a huge crowd, which poured onto the midway and kept rides, shows and concessions busy until an hour after midnight. Several rides and shows were torn down to make jumps to other fairs, but the units remaining reported strong grosses.

A public opinion survey was again taken this year, according to V. Ben Williams, manager of the fair. All attractions and exhibits were included and the results will be announced in October.

Parking problems were alleviated this year by the new $28,000 parking lot. The hard-surfaced plot, which accommodates 1,000 cars, is located east of the Hobby Show building and is part of the former golf course.

LINCOLN OFF 5% AT GATE, STAND

Auto Races Get Strong Turnouts; Midway Business Takes Sharp Dip

LINCOLN, Neb., Sept. 8.—The Nebraska State Fair this week continued to show its mounting strength under the capable management of Ed Schultz. Hit by bad Labor Day weather and the inroads of a polio scare, the annual stood up remarkably well, winding up its six-day run Friday night (5) with attendance down but 5 per cent from its good '51 run.

Grandstand business followed the 5 per cent drop-off pattern set by the gate, with auto racing again proving the biggest crowd-puller. Gas-burners yielded three stands which were either good or filled to overflowing.

The annual opened Sunday (31) with a whopping turnout, some 72,000 thronging thru the gates in perfect weather. Rain started to fall at 1 p.m. Labor Day and it continued until 2 p.m., cutting sharply into the holiday turnout. The day's attendance nevertheless hit 40,000, only 14,000 below the gate for the same day last year.

Cold weather followed the rain, and this affected Tuesday's gate, but the weather thereafter warmed up. Joie Chitwood's thrill show succeeded in going on Labor Day in front of the grandstand, despite a mired track. The performance, delayed by the hasty make-ready of the track, nonetheless pulled a crowd only slightly under the proportions for the same day and event last year.

National Speedways (Al and Gaylord White) accounted for the three big auto race days, Sunday, Wednesday and Friday. Big car races were staged the first two of these days, with stocks in the closing day. Aut Swenson's Thrillcade accounted for a good grandstand Wednesday, with the Olympia Circus, in Tuesday, off only slightly from the grandstand turnout of the corresponding day last year.

A Barnes-Carruthers revue, plus fireworks by Thearle-Duffield Fireworks, Inc., Chicago, was the night grandstand attraction and registered business about 5 per cent less than last year.

The Royal Crown Shows, managed by Dolly Young and manfully supported by Bob Parker, presented a well-flashed line-up but the rain Labor Day, several cold nights and a delayed set-up, cut deeply into patronage. It was estimated that the ride and show gross was about one-third under the midway take last year.

Commercial space sales were up to record levels, with the increased income estimated at about 20 per cent by Schultz. Eat-and-drink concessionaires generally reported good business, with others giving mixed reports.

Model Shows To Orangeburg

ORANGEBURG, S. C., Sept. 6.—The 42d annual Orangeburg County Fair, October 13-18, will swing open a new main gate this year and visitors will see a newly enlarged principal exhibit building. These improvements are announced by Manager Jerry M. Hughes.

The new addition to the main exhibit structure will double its previous capacity. The main gate was moved to provide better access to the football stadium and grandstand, Hughes said.

James E. Strates again returns to the midway, bringing with him this year his Model Shows. George Hamid's show will be in front of the grandstand.

A major entertainment feature of the event will be a college football game between the Citadel and Furman on October 17.

Pa Strieder Says He Will Retire April 1, 1953

INDIANAPOLIS, Sept. 6.—Paul T. (Pa) Strieder, veteran manager of the Florida State Fair, Tampa, disclosed here this week that effective April 1, 1953, he will put aside the fair's managerial reins and retire.

Now 78, Strieder is one of the oldest fair managers in the U. S. He made his entry into the field at the Fort Wayne (Ind.) Fair in 1904. In 1918, he became entry clerk at the Jacksonville (Fla.) Fair and in 1919 he assumed a similar post at the Tamp Fair. He became manager of the Tampa event the same year and has held that post since.

Each summer he has made it his custom to tour major Midwest fairs. On his current tour he visited the Iowa State Fair, Des Moines, and the Minnesota State Fair, St. Paul, besides the Indiana State Fair here.

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At Eastern States Exposition, Springfield, Mass., September 14-21

Here at this class exposition will be unveiled what we believe to be a masterpiece girded to thrill and amaze the people of this continent.

S. S. Spellbound is an authentic scaled-down reproduction of an ocean-going transatlantic steamship similar to the new 90-million-dollar superliner S. S. United States and Britain's Queen Mary. Designed by one of the country's leading naval architects and constructed at a prominent New England shipyard.

S. S. Spellbound is mobile for overland travel (14 wheels). Measures with gangplank in place 60 feet in length. Is 8 feet wide and reaches 22 feet to top of highest mast (when on location). Weighs 10,000 lbs. constructed of mahogany—all finish, fixtures and appointments following the nautical—precisely.

In its air-conditioned saloon will be exhibited a Fisherman's Paradise combined with "The World Beneath the Sea." Mounted fish of every kind—Blue Marlin, Sailfish (7 feet), Barracuda and scores of others mounted by America's most outstanding deep-water fish taxidermist. Also among thousands of other specimens will be an octopus, a manta, the largest man-eating clam in the world, the smallest shell in the world—"the church beneath the sea"—the most valuable shell in the world—the clam that lived its entire life span in a bottle. Whale bones of a 55-foot whale, ship models, divers, frog men, curios found in the sport of underwater spear fishing. Literally thousands of interesting items and objects that are priceless, all under colored spots and fluorescent lights with background music from sound track of picture "Spellbound."

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CARNIVALS

WOM TAKES OK DESPITE STORMS

Rain Curtails Rutland Operations But Event Grosses Nearly Par '51

RUTLAND, Vt., Sept. 6.—Despite loss of important Labor Day night to rain and wet and wallowing conditions brought on by a second storm Tuesday night (2), midway earnings of the World of Mirth Shows at the Rutland Fair were not far behind those of last year.

The continuing high earnings are surprising in view of the fact that the railroader operated here this year with 10 fewer cars of equipment. Curtailed operation was due to lack of space at this crowded plant. Surplus equipment was shipped and unloaded at the Brockton (Mass.) Fair Tuesday (2).

Space has always been a problem at this annual, and World of Mirth has never had all it needed for the past 15, or more, years. Demand for commercial space and increasing interest on the part of exhibitors has placed considerable strain on the fair and show managements.

Grosses Hold Up

Frank Bergen, show manager, said that all fairs played to date showed bigger grosses when the weather behaved. At events hampered by rain, indications were that last year's earnings would have been exceeded under better conditions. This was true here where bad weather shaved off only a small part of the handle. At Central Canada Exhibition, Ottawa, the midway gross dipped less than $4,000 despite loss of more than 50,000 patrons on one rainy day.

Narrow midways caused by the compactness of this event makes for a gay, free-spending atmosphere even on light days. Altho big slumps are the rule on the two days after the three-day Labor Day week-end, midway earnings continued good.

Good earnings were lost Tuesday night (2) when heavy rain, accompanied by gusts of wind, enveloped the fairgrounds as George A. Hamid was attempting to stage a second performance of his Granstand Follies to make up for a cancellation caused by the weather Monday night. Near-capacity crowds from the first show were milling on the midway at the time. The rain drove them into midway tents in a hurry, but its continuance drove the crowd off the grounds.

The necessary curtailed operation here is a break, in a way, for World of Mirth. The Saturday night closing and the Sunday opening at Brockton always made it impossible for the show to get any considerable amount of equipment to the Massachusetts event in time for the big opening day. As a result, truck units have been brought in to fill the gap.

With 10 cars of equipment already on hand the Brockton midway will be well populated and earnings on this day are expected to soar, given fair weather.

Det. Midway Biz Firm Tho Rain Hits Four Days

Rides, Shows Yield 112G First Six Days To Top '51 Gross

DETROIT, Sept. 6.—With front gate attendance down 12 per cent and rain plaguing the midway four days, Michigan's first gameless State Fair thru Wednesday, sixth day of its 10-day run, nevertheless managed to slightly top last year's gross for rides and shows. Gross of the W. G. Wade Shows for the six days was $112,000, compared to $111,000 for the same period last year, when another show, a railroad organization, was in.

Midway business started off at a strong pace, with the State's share running double last year for the first few days. Sunday's gross was hurt by an hour of heavy rain in midafternoon. Day's take, however, was $30,000.

Similarly, Labor Day business was cut by a heavy storm which hit about 4 p.m. Children's Day, Tuesday, was rainy till noon.

The Tilt-a-Whirl has been top grosser among the rides, according to D. Wade, the show's general representative. Charles Hodges' Side Show was passing the shows, with Dick Best's Four-Legged Girl running neck-and-neck with French Casino Show starring Diane Rosa, for second part.

Pioneer Cuts Gate To Boost Business

McCONNELLSBURG, Pa., Sept. 6.—Mickey Percell boosted business for his Pioneer Shows in the face of bad weather breaks and labor strife by taking off the pay gate and adding a free act. Business picked up almost immediately and the remainder of the still date season showed better results.

Unit this week is at the fair here. Five major rides, 2 kiddie units, 3 shows and 20 concessions are carried.

Personnel includes Louis (Stretch) Rice, business manager; Sam Taylor, Al Baron, Tom F. Casey and Patsy Dandrea.

IND. STATE OFF 10% FOR CETLIN-WILSON

Cold, Rain Cuts Into Early Gains; Windstorm Damages Raynell Front

INDIANAPOLIS, Sept. 6.—Cetlin & Wilson Shows, which started off strong at the Indiana State Fair last week, was hit by a combination of rain and cold weather this week and expected to wind up its 10-day stand tonight about 10 per cent below last year.

Up to 4 p.m. on Labor Day (1), rides and shows were running ahead of '51 gross-wise. At that hour, a windstorm hit and scattered the crowds. Cool weather followed to cut into grosses the rest of the week.

The Monday wind, which did minor damage to the Raynell Girl Show front, recalled the disastrous tornado at the Missouri State Fair on Thursday (21). Effects of this latter blow, while noticeable, did not affect the earning power of the midway org here. By the end of this week the show had taken on a "back to normal" appearance and by the time it opens at the Reading, Pa., fair next week, it is expected to be in top shape. New canvas will be delivered at the latter fair and the show's six light towers will again be up there. Three were used here.

Line-up of concessions here was the strongest in recent years. According to C-W execs, the number of hanky panks was double that of '51, being augmented by ops, who normally make the Michigan State Fair, Detroit.

Shows did good business this week, paced by the Raynell gal unit and Jerry Jackson's minstrels, both of which reported good crowds when weather permitted.

Harry Thomas joined here with his Whale Show and Cliff Younger with a combination Unborn and Midget unit.

HOT SPRINGS SHOW CLUB BACKS CHAMP

HOT SPRINGS, Sept. 6.—The Showmen's Club baseball team, sponsored by the Hot Springs Showmen's Association, has been crowned champions of the Arkansas Junior Baseball League, first major crown for the local aggregation.

In sweeping three straight games at the recent State tourney in Clarksville, the show club's representatives piled up 32 runs on 33 hits, making five errors in the process. The team is directed by Ira Lollis of the Hot Springs Boys Club, and managed by Rex McMahan.

CNE Business Neck-and-Neck With '51 Pace

Kid Area Rides 208,000 in Day; Conklin Honored

TORONTO, Sept. 6.—Rides and shows on the Conklin midway at the Canadian National Exhibition here were running neck-and-neck Friday (5) with '51, gross-wise, as the CNE went into the next-to-the-last-day of its 14-day run.

The midway entered this week's six-day stretch holding a lead over '51, but it was whittled away the first four days this week, with spasmodic rain, followed by cold weather. Tuesday took the biggest cut of the lead.

With excellent weather prevailing Friday and equally good weather forecast for today, it appeared as tho the Conklin aggregation of rides and shows would finish with a gross almost the same as that for last year.

Seber's Show Leads

At the close of the first 12 days, leading grossers among the shows were Harry Seber's "French Follies," Glen Porter's Side Show, Alfie Phillips' Water Show, and the Jones Siamese twins, managed by Harry Golub, which were running in that order.

Top ride grossers were the Auto Scooter, the two No. 16 Eli's and Hooper's Roller Coaster.

Twins Go Big

The Siamese twins are getting the biggest play since they first

(Continued on page 41)

Penn Premier Gets Solid Biz On Labor Day

PORT ROYAL, Pa., Sept. 6.—Lloyd Serfass' Penn Premier Shows got lucky on Labor Day and piled up a big gross at Juanita County Fair. Until noon it looked like a wash-out. However, the sun came out an hour later and crowds came with the sunshine. All units did capacity business.

Serfass reported that his stands to date, including still dates and fairs, were nearly on a par with 1951. While a difference of perhaps 10 per cent reflects a drop from last year, the expectation is that remaining fairs will send the season's takes over the top.

Big winnings are looked for at 10 Southern fairs on the show route. Only one fair, Selinsgrove, Pa., showed any big loss, but it was a lulu, a full 80 per cent. The stand here is the last in the North for this show. Units include 11 major rides, 7 kiddie units, 10 shows and 60 concessions.

Serfass reports that he is negotiating with representatives of the Columbian government to play a six-week exposition scheduled for Bogata. Chances are the date will be accepted if passage to and from Columbia is guaranteed for the show personnel, as well as transportation of equipment.

Strates Takes Par 1951 at Syracuse

Sunday Operation of Shows and Clear Holiday Help Org Maintain Earning Pace

SYRACUSE, Sept. 6.—Grosses of the James E. Strates Shows on the midway at New York State Fair were running neck and neck with takes registered here last year as the event prepared to go into its final sessions.

Owner Strates said that as of yesterday there was perhaps no more than $1,000 difference, give or take, in accountings. If anything, it was believed that the gross would surge ahead today and tomorrow, especially if predicted excellent weather prevails.

The date is a big one for Strates and his personnel with an estimated $130,000 plus jackpot the prize. All units appeared to be getting their share.

Lucky On Holiday

The fair and the show were lucky in getting in the important Labor Day. Outdoor events not too far away, including many annuals, were washed out in a hurricane-like storm that rocked the Eastern Seaboard.

Midway earnings were off slightly on the holiday, but this dip was more than made up on opening Sunday (31) as all show units were permitted to operate for the first time. Last year the State's antiquated blue laws were enforced and show units were not permitted to go. As a result, considerable revenue was lost.

Fair attendance was running some 15,000 ahead by mid-week, and the hope was expressed that the total gate would smash the 400,000 mark and the record set in 1950. The outlook for such an occurence is excellent, and if bigger crowds do turn out, the midway will benefit greatly.

A photographer assigned by The Saturday Evening Post was on hand here to shoot pictures for a story on the Strates show authored by Jim Poling. The photog will also be on hand at York, Pa., so as to get the train and other shots. It is hoped that the article will appear before the show's route is completed.

Prell Takes Skyrocket at Pennsy Fairs

INDIANA, Pa., Sept. 6.—With business at fairs showing substantial gains, Sam E. Prell, owner-operator of Prell's Broadway Shows, predicts that the takes at annuals will continue good, with the Dixie events yet to come contributing sizable amounts to the season's winnings.

At Butler, Pa., and Cumberland, Md, fairs gains of about 35 per cent were reported. Crowds have been big at the local fair, where John G. Auld, general manager, has increased over-all business by 25 per cent in the three years that he has guided the event, but the spending has been off a little. Prell attributed the tight dollar situation to the miner's 10-day absence from work. The shows and rides have had the best of the winnings, with the concessions under last year, it was reported.

A new front for the Girl Show has been completed. Unit is built on an all-steel wagon and attractively decorated and lighted. Considerable new canvas is in evidence on the midway and a new Merry-Go-Round top will be added next week.

Cavalcade of West Makes Quick Move After PNE WindUp

VANCOUVER, B. C., Sept. 6.—Cavalcade of the West Shows had a quick move to make at the close of the Pacific National Exhibition here Monday night (1). They started tearing down shortly after midnight, while crowds were still milling around. To make Evergreen State Fair, Monroe, Wash., Tuesday (2) at 10 a.m. for a five-day run. After a few more fairs and still dates, the org will head for winter quarters at Santa Ana, Calif.

According to Danny Ferguson, manager, the showa have had such a successful season in the Northwest, that they will return to that territory early next season.

Crafts Line-Up Gets Okay Biz At Sacramento

Nearly 50 Rides Operate on Two Separate Midways

SACRAMENTO, Sept. 6.—Business on the Crafts' midway at the California State Fair here the first eight days of the 11-day run was reported satisfactory by Crafts. Rides and shows on the two fun zones here are a combination of 20 Big, Exposition and Fiesta shows.

Crafts has nearly 50 rides, all show-owned except a booked pony ride. On the main midway, 25 major and 8 kid rides are in operation. The area is flashed with 40 light towers, 4 searchlights and 4 neon arches. Seven shows are set up and close to 100 concessions are operating.

Included in the midway contract, awarded at 10.02 cents per capita, are the rides for the Kiddieland, located near the main gate. Here Crafts has a large Merry-Go-Round and Ferris Wheel, and 14 kid devices.

To supply the equipment as required under the contract and also to have sufficient managerial help, Crafts brought in his three shows that had been routed into the area several weeks ago. Their respective managers, Frank Warren, Roger Warren and Leo Haggerty, along with W. Lee Brandon, general agent, are here. Three office wagons, one from each show, also are being used along with three transformer wagons.

Five Ferris Wheels

With five Ferris Wheels here, Crafts spotted four in line at the front of the main midway. Three Skooters and as many Tilt-a-Whirls and as many Merry-Go-Round are used. there are two Caterpillars, Loop-o-Planes, Rolloplanes and Octopus rides.

There are no wheels on the midway and group games are out.

(Continued on page 41)

20th Cent. Ups Midway Grosses

HURON, S. D., Sept. 6.—Overcoming a slow start caused by cold weather, the 20th Century Shows are expected to close their six-day run at the South Dakota State Fair with a bigger ride and show gross than the midway provided here last year.

Going into the final day, the 20th Century was holding to a comfortable margin over the midway figures to the same point last year, and with good weather prevailing the Al Martin-E. D. McCrary organization was expected to add to that margin.

The show registered a 20 per cent higher gross at the Fargo (N. D.) Fair than that event was given last year. The higher take was scored even tho the closing night was virtually washed out by rain.

The Joe Sclortino Girl Show continues as top grosser, with Art Nobles' midgets, the Motordrome and Bill Kennedy's Side Show running about in that order.

Midway Confab

Leo Bistany advises from Jacksonville, Fla., that he closed recently as business manager of the John H. Marks Shows and that he's reorganizing his own shows for a route of fall Florida fairs. . . . Joining C. A. Stephens Shows in Statesville, N. C., recently were **Mr. and Mrs. Joe Sierman** with their ball game, coke, pitch-till-you-win, cork gallery and six cat concessions, and **Mr. and Mrs. Flickenger,** with train and boat rides.

Dottie and Ken Baker, who were formerly with Pan American Amusement Company in the Los Angeles area, have purchased a candy store in Lake Arrowhead, Calif. They had an exhibit at the recent Farmers' Fair of Riverside County, Hemet.

While playing the recent Safari Days Celebration at Mound, Minn., personnel of the Rocco Shows attended a birthday party for **Jean (Jo-An) Rendelle,** along with officials of the Northwest Tonka Lions Club and their wives. Among gifts received by Miss Rendelle were a TV set, rhinestone watch and bracelet and portable sewing machine. During the Labor Day celebration at Faribault, Minn., played by the Rocco Shows, **Kay and Carlo Scevonie** and **Rocco Jr.** visited **Mr. and Mrs. Sellner,** manufacturer of the Tilt-a-Whirl.

While playing Crown Point, Ind., recently, women on the Thomas Joyland Shows held a baby shower in **Helan Barfield's** camp for **Lois Johnson.** The 24th wedding anniversary of Helen and John Barfield was observed August 28 in Knoxville, Tenn., with a dinner and party. . . . **Reuben H. Scher** opened a photo gallery September 1 in Richmond, Va., at 301 North Eighth Street. . . . **Mrs. Chet Dunn,** member of the Ladies' Auxiliary, Miami Showmen's Association, underwent surgery August 29 in Coral Gables (Fla.) Hospital. She will be there for some time and would like to hear from friends.

Hot Springs Notes: **A. Clayton Holt** reports recent visitors included **Deva Chisholm, Boots and athel Cutler** and **Mr. and Mrs. Tom (Wingy) Cook** all from Tivoli Exposition Shows. **Eddie and Virginia Gamble** drove in from the Hennies Bros.' Shows, sporting a new Sparton house trailer. **Keith and Peggy Chepman** are vacationing at the Pines Cottages. **Carolina and Sharon Holt** and **Al Baysinger** recently returned to the Spa from a visit with the **Alton Piersons** in Miami.

Spencer A. Stine of Seat Pleasant, Md., has signed to provide some of the rides and concessions for the Ammisville, Va., fall celebration under sponsorship of the firemen. The event is set for September 26-27.

Mrs. Harry Julius, wife of the Arcade operator on the Royal American Shows, is back at the Julius home in Tampa after spending several months on the show... **Barnie Mandelson,** of the O'Henry Tent & Awning Company, Chicago, was a visitor on the Royal American midway at the Minnesota State Fair... **Joe Murphy,** Dallas fair midway impresario, accompanied by **Chuck Moss** made a quickie automobile trip to Des Moines for the Iowa State Fair and to Lincoln for the Nebraska State Fair. Joe was on the hunt for concessions for the up-coming Dallas fair. He said he plans to return north within a week to buy merchandise for the Dallas fair operation.

Phil Miller, of Miller Creations, Chicago, suffered several broken ribs recently when his automobile rolled over several times near Webster City, Ia... **Jack Ross Chikarelli** has joined Virginia Greater Shows with two gal shows. Other recent arrivals included **Ada Holmas** with photos and jewelry; **Leo Bistany** with a No. 5 Ferris Wheel, and **Graffin** and **Raymond** with a Circus Side Show. Recent visitors to that show included **Milton Mason,** secretary of the Keller, Va., fair, and **Mitchall Lovett,** of Berlin, Md., a former concessionaire.

R. L. (Bob) Stawart has finished his general agent chores with Page Bros.' Shows and joined Lone Star Shows. . . . **Leonard Rogers** joined the Page org with his minstrel unit and Joe T. Short came on with three concessions... **J. Lynch** has booked his cookhouse on Crafts Exposition Shows.

Nate Cohn, son of **Rose** and **Harry (Polish) Fisher,** was featured on the cover of the Pacific Herald Review, a San Francisco publication. In addition to the photograph, a biog of the young attorney was carried. The Fishers formerly operated the Golden West Shows in California... **Edwin B. Lang,** who has the Mom's Aid baby strollers on various California fair midways, made the Farmers' Fair of Riverside County in Hemet. He will also have a spot at the Los Angeles County Fair, Pomona, and is increasing the number of baby carriers by 40 per cent for the event.

W. H. (Bill) Lambert is in Mercy Hospital, Gary, Ind., recovering from a heart attack sustained recently. . . . **Cleo Renee, Kitty Kelly** and **Millicent Desmond** motored into St. Louis for a visit of several days recently from Pana, Ill.

Joining Virginia Greater Shows during their stand in Keller, Va., were **Mr. and Mrs. Harry Connors,** with grab stand; **Mrs. Ada Holmes,** photo gallery and jewelry stand; **James Norris,** novelties, and **J. Blackman,** grab stand

Lucille Newman Reiley has the Girl Show on West Coast Exposition Shows this season. She is the former **Lucilla Howard,** high diver and water worker with numerous carnivals of other years. She entered outdoor show business in 1919 and appeared with the C. A. Wortham Shows, Johnny J. Jones Exposition, Cleo Hoffman, Bill Rice and Jerry Maish shows. . . . **Joseph E. Karr,** former owner of Wonder City Shows, has been forced to retire from the road because of continued ill health. Karr is at the home of Mrs. Karr's parents, **Mr. and Mrs. Mitchell Lovell,** Plateau, Ala., and would like to read letters from friends.

Mrs. Fitzie Brown, wife of the co-owner of Brown & Wallace Shows, has returned to Dallas to place their daughter, **Judy,** in school there. . . **Helen and Bob Mooney,** formerly of Mighty Hammontree Shows, lost their trailer in a recent auto wreck. They were not injured, however

M. L. Finrow, owner-operator of Canadian Crescent Shows, stopped off at the PNE, Vancouver, B. C., en route to his Seattle home after landing his show in Edmonton, Alta., winter quarters. **John McMurray,** secretary-manager of the Washington State Fair, Puyallup; **L. Cook** and **Frank Kershaw,** of Western Shows, and **Manley Stillman,** concession manager of Rainier Shows.

Mr. and Mrs. Fred Christmas took their candy floss and root beer to the Langley Prairie Fair following the close at Vancouver ... **William Baddley,** former concession op with Royal Canadian Shows, infos he has purchased a Ferris Wheel and one kid ride as a nucleus for a new show. Baddley has the midway contract for the Armstrong, B. C., fair and is booking concessions and other rides for the event.

The Joey Moss American Legion Post of the Michigan Showmen's Association added $1,000 to its charity fund recently thru its annual dance, which was attended by an estimated 500. **Arthur Frayne** chairmaned the event **Jacob Kotzen,** post's adjutant and a retired concession op, became the first member of the veteran organization to attend a national convention of the Legion. Kotzen served as an alternate delegate from Michigan at the recent New York doings.

Vic Parr, concessionaire, was a Chicago visitor Friday (5) en route to the Alabama State Fair, Birmingham.

Murray Burt, former talker on Leon Claxton's "Harlem in Havana" show, visited the Claxton unit at the St. Paul Fair. Visitors to the Royal American midway at Topeka included **Mr. and Mrs. Bernie Stone** and **Mrs. Robert Lohmar. Bill Kemp,** Motordrome

(Continued on page 41)

ATLANTIC RURAL EXPOSITION
(Official Virginia State Fair)
SEPTEMBER 17 TO 27 INCLUSIVE
RICHMOND, VA.

FAIR-A-GANZA
OCTOBER 2 TO 11 INCLUSIVE
ATLANTA, GA.

CAN PLACE all legitimate Merchandise Concessions and Eating and Drinking Stands.

WANT experienced Workingmen in all departments.

Talker Pete Berryman, wire and come on for Divena Show.

All address

CETLIN & WILSON SHOWS

This week, Reading, Pa., Fair

NEW WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY!

Want for Warren, Ohio, Fall Festival, 12 Big Days and Nights, starting September 17 through 28—Location, Main Street—Downtown

WANT Concessions of all kinds that work for stock—Glass Pitch, Fish Pond, Novelties, Pitch-Till-You-Win, Ball Game. Will sell X on Popcorn.

SHOWS—Motordrome, Mechanical City, Illusion, Glass House, Wild Life or any Grind Shows of merit.

WORLD OF PLEASURE SHOWS
Montpelier, Ohio, this week, then Warren, Ohio

P.S.—Ken Ries, can use you balance of season.

BLUE RIBBON SHOWS
FORMERLY BODART SHOWS
2 GREAT SHOWS COMBINED INTO ONE

WANTED **WANTED**

For BLYTHEVILLE, ARK., SEPT. 16th thru 21st

CONCESSIONS—Must be legitimate. No flats or gypsies. Can use Corn Game and 1 or 2 Shows.

All Replies to

BLUE RIBBON SHOWS
Paragould, Ark., or Blytheville, Ark.

L. J. HETH Shows

WANT FOR COBB COUNTY FAIR, MARIETTA, GEORGIA, AND THE FOLLOWING FAIRS: CARTERSVILLE, CARROLLTON, MONROE, COVINGTON, CORDELE, DUBLIN, ALL GEORGIA, AND FOR BRUNDIDGE, ALABAMA.

SHOWS—Animal Show, Side Show, Monkey Show, Motor Drome, any show not conflicting.

HELP—Ferris Wheel Operaator—Ride Men on all rides; must be semi trailer drivers.

CONCESSIONS—Sit Down Grab or Cookhouse, Novelties, Custard, High Striker, Derby Racer, French Fries, Hanky Panks of all kinds. Can place couple Kiddie Rides for these fairs.

NOTICE—Joe Fontana wants man to operate Pronto Pup Concession. Roland Porter wants Girls for Girl Show. James Ayers wants Minstrel Show Performers to enlarge show. All Replies

JAMESTOWN, TENN., NOW MARIETTA, GA., NEXT WEEK

WALLACE BROS. SHOWS

7 FAIRS

GREENVILLE, MISS.—SEPT. 15-20

FOLLOWED BY

EL DORADO, ARKANSAS VICKSBURG, MISSISSIPPI GULFPORT, MISSISSIPPI
MONROE, LOUISIANA GREENWOOD, MISSISSIPPI JACKSON, MISSISSIPPI

7 FAIRS

HELP — Want Merry-Go-Round Foreman, also Foreman for Downey Light Towers. Can place Help on Tilt, Dipper, Spitfire, Dodgem and Kid Rides.

CONCESSIONS — Can place Hanky Panks of all kinds.

CAN PLACE FLASHY BINGO. ALSO HAVE OPENING FOR CUSTARD.

SHOWS — Can place Snake, Monkey, Motordrome, Fun House, Girl Show, Illusion, 10-in-1, Minstrel.

AGENTS — Gene Cain wants Count and Peek Store Agents. Leonard Higgs wants Agents for Buckets, Six Cats, Ball Game and Pan Game.

Answer: E. E. FARROW, MGR. Wire Western Union, Jackson, Miss. (Phone: 3-7644, Jackson, Miss.)

Frank W. Babcock UNITED SHOWS

Playing

LOS ANGELES COUNTY FAIR

POMONA, CALIF.

September 12-28

HAS FOR SALE . . .

NEW ULTRA MODERN STREAMLINER

"UNION PACIFIC TRAIN"

See It in Operation at the Fair NOW . . . at the POMONA FAIR

on the midway of

Frank W. Babcock UNITED SHOWS

ALAMO EXPOSITION SHOWS

SEVEN MORE FAIRS SEVEN MORE FAIRS

DENTON, TEX., SEPT. 15 to 20
LUFKIN, TEX., SEPT. 22 to 27
MARSHALL, TEX., SEPT. 29 to OCT 4
CENTER, TEX., OCT. 6 to 11
EUNICE, LA., OCT. 13 to 19
(PLUM OF THE LOUISIANA FAIR)
JENNINGS, LA., OCT. 27 to NOV. 1

Can place the following Concessions—Custard, Ice Cream, Root Beer, Penny Arcade, Hanky Panks of all descriptions. Wire now for space at Eunice, Louisiana. Can place Rides—Train, Boats, Fire Fighter. Shows—Any Show of merit. Organized Minstrel Show. Wanted—Assistant Truck Mechanic, also Assistant Electrician who understands Diesels. Can also place Second Men on Rides who can drive trucks. John Hutchens wants People for Side Show. This Show stays out until the middle of November. Excellent treatment. Get with a winner. All address

JACK RUBACK

Miami, Okla., Fair, Sept 8 to 13; then Denton, Texas, Fair.

P.S.: Jack Larue, contact Topsy Bromlow.

ESTILLE COUNTY FAIR

IRVINE, KY., SEPTEMBER 15 TO 20 INCLUSIVE

COCKE COUNTY FAIR

NEWPORT, TENN., SEPTEMBER 22 TO 27 INCLUSIVE

With a continuous route of Bona Fide Southern Fairs until Mid-November.

WILL PLACE legitimate Concessions of all kinds. X open on Hat Outfit.

WANT Motor Drome and Arcade for complete Circuit of Fairs south.

Address all this week, care Western Union.

JAMES H. DREW SHOWS

Louisa, Kentucky

JIMMIE CHANOS SHOWS

WANT FOR LIONS' CLUB CELEBRATION, WINCHESTER, IND., SEPT. 15 TO 20; AROUND COURTHOUSE

Legitimate Concessions of all kinds—Ball Games, Pitch-Till-You-Win, Bumper, Balloon Dart, or any other, Six Cats that works for 25c and 50c. Want Custard, French Fries and Waffles. Four more Celebrations to follow. All replies to

JIMMIE CHANOS

EATON, OHIO, FAIRGROUNDS

for sale — RIDES — for sale

Little Dipper in A-1 condition. Streamlined Caterpillar with new tunnel and bally cloth. 12-car portable Dodgem (built on two semis). All Rides priced to sell.

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82 Orchard St. Mt. Clemens, Mich.

MILLIKEN BROS.' SHOWS

Week Sept. 8 through 13, Ambrose, Georgia. Will book a few Hanky Panks. We carry no flats or P.C. Have six Rides, all office owned. Want Foreman for Merry-Go-Round, Second Man for No. 5 Wheel. No drunks. We close Xmas Eve. Fair Secretaries in Georgia, look us over. All replies to

MILLIKEN BROS.' SHOWS

AMBROSE, GEORGIA

FLOYD O. KILE SHOWS

Want to join now for Nevada County Fair, Prescott, Ark., Sept. 15-20; followed by Bradley Co. Fair, Hampton, Ark., Sept. 22-27, and 7 more in Louisiana, with biggest and oldest Armistice Celebration, Nov. 11th. Will place Photos, Custard, Ice Cream, Pronto Pups, Novelties (Isaac Stien, come on), Hoop-La, Pitch-to-Win, Glass Pitch, Cork Gallery, Long and Short Range, Blower, Pan, or Color, P.C., Grocery Wheel, Grind Stores for stock only. Hanky Panks of all kinds, come on in, will place you. SHOWS and RIDES: Will book for 25% (virgin territory for modern rides). HELP: We have not missed a payday yet. Merry-Go-Round Foreman, Kiddie Ride Man, all Second Men for Wheel, Merry-Go-Round and Bingo. Counter Man, come on. Will place all useful Showfolks. All replies FLOYD O. KILE, Mgr., Mena, Ark., Fair, this week.

FOR SALE FOR SALE FOR SALE

Allan Herschell 8 car Kiddie Car Ride, with good top and sidewall, in best of shape. One G-12 Addison Miniature Streamlined Train, 3 coaches, plenty track, ticket box, best of shape. With or without van trailer to haul both Kid Rides. One complete set Traveling Platforms, Intermediates, Sidewalk Platforms, Bottom Sidewalk Lattice Fence for late model 7-car Tilt. One complete set White Seats for Eli #5. Can be seen and take delivery at Humboldt, Nebr., Sept. 17 to 19. Than winter quarters at Lenox, Iowa.

HALE'S SHOWS OF TOMORROW

PNE BIZ MIXED

Ride Takes Rise 25%; Shows Off

VANCOUVER, B. C., Sept. 6.—Business on the midway at the Pacific National Exhibition (PNE) here was mixed. Eat-and-drink and novelty concessions were up about 20 per cent over '51, while all the wheels and games, excepting bingo, took a 30 per cent plunge. All shows were off about 15 per cent but ride grosses topped last year by 25 per cent.

Jerry Cranshaw of Royal Canadian Shows reported all their rides were up, with the Octopus doing double last year's business. Dan Ferguson, manager of the Cavalcade of West Shows, which joined with Royal Canadian and Happyland in forming the joint midway, reported "phenomenal" business for their Looper, which operated at a 35-cent price. Long lines of patrons frequently lined up for rides, he said.

Midway lay-out was attractive. Ten light towers, owned by the Cavalcade, and the show's neon-lighted rides, gave it a flash that was lacking in former years. The fronts on the "French Follies" and "Stars of Harlem," two fair-booked shows, enabled them to pace the show grossers. Al La Lande and Celeste, a magic-vent show owned by the Royal Canadians, did not draw well. Neither did a Side Show nor a Snake Show owned by the Cavalcade.

While games concession grosses were down, ops as a whole were satisfied with business.

Babcock Org Tabs Okay $$ At Hemet Fair

LANCASTER, Calif., Sept. 6.—Frank W. Babcock's United Shows, managed by Larry Ferris, moved here to the Antelope Valley Fair this week after closing a satisfactory week at the Hemet, Calif., fair on Labor Day. Despite hot weather, which cut down attendance at the latter event, Manager Ferris said midway business was okay.

After closing here Sunday night (7), all equipment will be sent to the Los Angeles County Fair, Pomona. Babcock has a contract for rides, supplementing the permanent equipment of Harry A. Illions.

At the Hemet fair, Babcock operated 6 major and 4 kid rides along with 20 concessions.

Bob Matthews came on here with his Mickey Mouse Circus and Snake Show. The attractions are mounted on a 33-foot semi.

Geo. Clyde Smith Eyes the South For Needed Gains

SEXTON, Pa., Sept. 6.—With takes down considerably from last year, the George Clyde Smith Shows are looking to a Southern tour to recoup losses. Earnings this season have been hampered by bad weather and steel and coal strikes which dotted the org's territory. Altho crowds were large when the weather was good, they spent little.

Owner Smith and George B. Yancey, business manager, are getting set for the Dixie trek. In the line-up are Joseph Borgia, Billy Taylor, Edward D. Schultz and Alfred Norton.

ATTENTION, SIDE SHOW PEOPLE

Kitty Kally's World's Fair Freak Museum can place for 11 Southern Fairs starting at Wynne, Arkansas; ending in Texas, also all winter's work in Mexico City. Sword Swallower, Magicinn, or any high class Side Show Act. Also can place good Canvasman who can double as Ticket Seller. If your are through traveling, Clarence Lyman, answer. Jean Johnson, Frances Zubleska, Talia Tivoli, Vantean and wife, contact. Salary no object if you can cut it. Wire, no time to write. Herbert Bell, get in touch with Millie. Kitty Kally's World Fair Freaks, c/o Moore's Modern, Wynne, Ark., this week.

WANT FOR COUNTY FAIR

Cherokee, Oklahoma, Sept. 9-13. Concessions of all kinds. Contact

MADDOX BROS.' SHOWS

ACA Registers $150,000 Gross At Des Moines

DES MOINES, Sept. 6.—The Amusement Company of America Tuesday (2) pulled away from the Iowa State Fairgrounds for Knoxville after grossing close to $150,000 at the 10-day Iowa State Fair.

The take was about $12,000 short of the record net set by the same show on the grounds in 1951, when the fair also had a record attendance.

A hard rain on the final morning, Labor Day, also hurt as did an earlier rain on Thursday evening (26). The Labor Day rain kept the grounds deserted in the morning and in the afternoon the grandstand show was several hours late, keeping the crowds from the midway.

Sally Lane and her Monkey Show finished as the biggest money-getter, out-grossing even the Velaire Sky Wheel, which appeared on the grounds here for the first time. Sally grossed over $16,000 to nose out the Velaire ride. Anne Perri's Posing Show finished in third place with Charles Taylor's Cotton Club fourth, and Del Crouch's Motordrome fifth. The Ken Maynard Western Show failed to click, due largely to the absence of kids kept away by the polio situation.

Krekos No. 2 Hits Three Big Winners

HOLLISTER, Calif., Sept. 6.—West Coast Exposition Shows, second unit of the Mike Kreko's West Coast Amusement Company, had three top weeks in a row at the Monterey County Fair, Monterey, the San Luis Obispo County Fair, Paso Robles, and here.

Show will send some of its equipment to San Jose to augment that of the No. 1 unit at the Santa Clara County Fair.

Exposition's personnel includes: Ed Hellwig, manager; Barbara Hellwig, secretary; Ed Harris, concessions manager. Concessions: Slim Harrison, six cat; Eddie and Bill Mahan, bird wheel; Sam Silver, pitch-till-u-win; Mike Schwartzberg, spindle; Joe Blash, punk rack; Joe Blash, Don Terwillger, derby; Stella Reeves, ball game; Max Silver, duck store; Joe Riley, balloon darts; Vernon Howard, shoot-the-string; Slim Harrison, long range; Tom Pappas, Sam Landsman, cookhouse; Mabel Martin, jewelry; Berta Harris, pan game, candy apples; Herschel Freeman, doll store; Bill Mahan, clothes pins; Warren West, chip store; Sam Adams, lamp store; Hugh Randolph, gold fish; Al Freedman, novelties and Ray Cox, glass pitch.

Rides

Charles Auker, mechanic; Haul Herron, lot superintendent; Elsie Silver, front gate cashier; Blackie Richardson, Dave Wood, Helen Kent, Ferris Wheel; Ray Morris, Bud Preston, Ann Auker, Merry-Go-Round; Robert Hinton, Glendon Holtzer, Virginia Herron, Kid Rides; Bill and Marie Harrison, Little Dipper; Virgil Reeves, Pony Ride; Ted Kimberling, John Sprouse, Cleo Richardson, Caterpillar; John Kent, Eugene Graves, Blanche Lewis, Palmer Lewis, Rolloplane.

Shows

Don Gilbert, Beverly Gilbert, Elsie Herron, Harold Gilbert, Side Show; Bob, Jeanette and Butch Rawlings, Motordrome; Lucille Newman, Girl Show, and Bones Hartzell, Octopus.

CASH AVAILABLE

For 8-tub short arm Octopus and Trailer.

FOR SALE—1 large Shooting Gallery. 2 Rifles, case of Shells. $150.00.

BOX 913, c/o THE BILLBOARD
390 Arcade Bldg. St. Louis, Mo.

CANDY PITCHMEN WANTED

Also Ticket Seller who can drive semi. Answer

F. NORUSCHAT

World of Mirth Shows Brockton, Mass.

CARY 3081

LARGE ASSORTMENT

30 CENTS AT SHOP
32 CENTS DELIVERED

PLASTER

DUCK SETS—HEN SETS—FAT HOG BANKS—SAMBOS—FOR ROADSIDE STANDS.

COSIMINI CO. CARY, N. C.

STAR AMUSEMENT CO.

WANTS AT ONCE

Bingo, Photos, Concessions of all kinds for the best fairs and cotton spots in Arkansas. Leachville, Sept. 8-13; then Marion Colored Fair; Clay County Fair at Piggott, Arkansas. Earle, Holly Grove and more big ones to follow. This show always plays the best in Arkansas. Wire now and get placed. Contact

BILL PIKE or B. E. MILLER

THANK YOU EDDIE LLOYD

Girl Show Manager on A.C. of A. Shows for the purchase of your 32-ft. Glider Housetrailer. May you have lots of success.

AND THANK YOU EDDIE GAMBLE

Concessionaire on A.C. of A. Shows, for the purchase of your 35-ft. Spartan Housetrailer. Lots of luck.

BARDING TRAILER SALES, INC.

Route 48 at Jasper Decatur, Ill.
Phone 2-3738

Little Dipper Foreman WANTED

Hargrove, come on. Can place Long or Short Range Shooting Gallery. Ralph Tidwell, contact for Grab Stand. Can use useful People in all lines. Answer Frederick, Okla., Sept. 8 to 13; then as per route.

T. J. TIDWELL SHOW

PETE ROBERTS

Contact me at once, have deal for you.

JACK ROBINSON

Audubon, Iowa

"LOOK AT THIS"

American Legion Jubilee, Tiptonville, Tenn., Sept. 10-13; Great Phillips County Fair, Marvel, Ark., Sept. 15-20; Great Woodruff County Free Fair, Sept. 22-27; Great St. Francis County Free Fair, Sept. 29-Oct. 4. Contact us for Eats, Drinks, Games, Notions, Pony Ride, Shows. Want Foreman for Eli Wheel, Caterpillar, Octopus. Second Men who drive on all Rides. Move Sept. 8-9-10, via Highways 78, 67, 159, 3, 51 and 21. "Cotton Still King." A gravy train if you toil and sweat.

Dyer's Greater Shows

RIDE HELP WANTED

Foremen and Second Men on Wheel, Octopus and Merry-Go-Round. Must be sober and do the job. Top wages and sure every Wednesday to the ones who can and will do the job. Can place Popcorn and Hanky Panks (stock only) for balance of season, all Fairs. Horse Cave, Ky., now; followed by Booneville, Stanton, Beattyville and Campton Fairs.

Address:

DAVID J. HULS

c/o Bea's Old Reliable Shows, Inc.
as per route

WANT

Countermen, $100.00; Relief Callers, $150.00.

Adrian, Mich., Fair, Sept. 15th-20th.

JOHN CHAPMAN

Adrian, Mich., now; Western Union or General Delivery.

WANTED

Half and Half who can stand prosperity. All Fairs. Join now. South America this winter. Also Fireeater.

EARL MEYER

Penn Premier Show, Emporia, Va.

P.S.: Thelma, Bob Burns, Harold, Bobby Jones, wire.

KIDDY FERRIS WHEEL WANTED

WILL BOOK, LEASE OR BUY

Must be in First class condition, no junk, for Indoor Kiddy Land. 3 to 6 months, winter, in Chicago. Interested in other Rides. Send photos. Rush complete details.

TOMMY SACCO

203 N. Wabash Chicago, Ill.

WANTED

Need a full Blower Crew. (Ken Conwey, come on.) Also want Count Store Man.

H. N. (FOOTS) REEVES

FLETCHER, OKLA., THIS WEEK.

Midway Confab

● Continued from page 39

op with the Royal American, took advantage of the brief lay-off between the St. Paul and Topeka fairs by flying to Dallas to check on his cattle for this fall's market.

H. S. (Tommy) Thompson, general manager of the Johnny T. Tinsley Shows, letters from South Carolina that conditions in the Southeast are not as bad as they have been painted. "Of course, the drought was pretty general but it did not affect the pay crop," Thompson observed. "The cotton crop will be the biggest in years, and cotton is bringing a premium price."

Chuck Magid, concession manager on the Royal Crown Shows, entered Mayo Clinic, Rochester, Minn., Saturday for a check-up.

CNE Business

● Continued from page 38

took the road. On one day, nearly 15,000 paid 25 cents to see them.

Kiddieland enjoyed a bumper business, setting what is believed to be a record on kids' day, Monday (25). A total of 208,000 kiddie ride tickets, priced at 5 cents, were sold between 9 a.m. and 6 p.m.

Patty Conklin, in charge of the operation, Thursday night (4) was given a surprise party by a group of 30 newspapermen, reps of the leading Toronto newspapers, with top CNE officials in attendance. The newsmen gifted Conklin with an aerial photo of the CNE midway carrying an inscription lauding him both as a showman and as a person.

Crafts Line-Up

● Continued from page 38

Derbies, however, are operating. Shows include two Side Shows, a Gal Show, jungle unit, two funhouses and a Penny Arcade.

Date here is the first for the Crafts Organization since 1950. The contract last year was awarded Ferris Greater Shows at 15 cents per head.

MODEL Shows Inc.

"America's Smartest Railroad Show"

FAIRS FAIRS FAIRS

THE GREAT HAGERSTOWN INTERSTATE FAIR NEXT WEEK

Followed by

NEW BERN, N. C., WEEK SEPTEMBER 22
ROCKY MOUNT, N. C., WEEK SEPTEMBER 29
GREENVILLE, N. C., WEEK OCTOBER 6
ORANGEBURG, S. C., WEEK OCTOBER 13
WALTERBORO, S. C., WEEK OCTOBER 20
SAVANNAH, GA., OCTOBER 27

SHOWMEN—RIDE MEN—CONCESSIONAIRES

If you heva had a rugged season—if things heve not gone too well with you—wa believe this is your opportunity to make a good saason out of a bad ona. Remember, all fairs, sevan mora good weeks of work.

RIDES: Will plece Kiddie Rides, Octopus, Fly-o-Plane. Can place Ride Help, especially want Scooter and Wheal Help.

Can placa Demonstrators, Pitchman, Novelties at all Southarn Fairs.

SHOWS: Will book Glaee House. Also will place one more Girl Show for abova data. Want to book Rodao or Circus. Have opening for Girl Show Operator. Want Girls for Girl Show, office paid; come on. Can also place Show Talkers. Top salaries, paid every week.

CONCESSIONS: Eating and Drinking Stands open, also Long Range and Short Range Galleries. Can placa Derby Racer.

All answer DAVID B. ENDY, Mgr., Alexandria, Va., until Sept. 10; then Hagerstown, Md.

MIGHTY PAGE SHOWS

We are combining with Page Amusement Co. and the Carl D. Ferris Shows for the week of Sept. 15th through 20th, playing two outstanding Fairs: Dunn, N. C., and Hendersonville, N. C. These are outstanding day and night Fairs, giving away automobiles, farm tractors, live ponies, and bicycles. Also Fireworks and Stock Shows.

We will book independent shows and rides not conflicting for these dates, also Penny Arcade. Especially want Motor Drome, Life Show, Minstrel Show, Big Snake, Wax, Crime, and Iron Lung.

RIDES—Rocket, Fly-o-Plane, Pretzel, Caterpillar, Rock-o-Plane, Sea Cruise, Looper, Little Dipper and Live Pony.

CONCESSIONS—Eating and Drinking Stands, Derby Races, American Palmistry, all Stock Stores, Novelties, Custard, and Hats. Some choice wheels, Grind Stores, and p.c. open.

The midway is open; no exclusive. For space at either of these spots contact

BILL PAGE, Rutherfordton, N. C., Fairgrounds, Sept. 8-13, 1952

WANT HANKY PANKS FOR
OAK LAWN ROUND-UP

Spoesored by Chamber of Commerce

SEPTEMBER 25-26-27

Photos, Punk Rack, Coke Bottles, High Striker, Hoop-La, Glass Pitch, Pitch-Till-You-Win, etc. 50,000 people last year . . . Biggest Celebration oround Chicago . . . Free Acts . . . Free Showe . . . Porade . . . Band Contests . . . 15 McLaughlin Rides Booked!

Contact: MIKE DOOLAN KIDDYLAND 95th & Western Oak Lawn, Ill.

Or Phoee Mike Dooleo, Oak Lewn 4877, or George Cole, Ook Lowe 4878

LEO LANE SHOWS

"THE SOUTH'S FINEST"

WANTED WANTED WANTED

For 8 Ga. Fairs. Cookhouse, Bingo (Attention, Sandy Sears), Custard, Popcorn and Apples, Sno Cones. All Hanky Panks open (No flats or Gypsies). Will book Peo Pool and Pan Joint if you have Hanky Panks. Wanted—A-1 Flyoplane Foreman for late model, must drive. Want Foreman and Second Men on Wheel, Merry-Go-Bound, Tilt, Rolloplane, Chairplane and Kid Rides. Drunks, stay where yon are. All answer

LEO LANE

Allendale, S. C., now; Wodley, Ga., next; then Claxton.

VINCE McCABE WANTS

Legal Adjuster to join on wire.

Capable Men for Razzle, Pin, Slum Skillo and Wheel. General Concession Help. Boys I know come on at once.

Address: McAlester, Okla. (Fair), this week; Stillwater, Okla. (Fair), next week.

IDEAL RIDES

WANTED—Ride Help, Cooeassions, Hanky Panks of all kinds for Legion Fall Festival at Cayuga, Ind., Sept. 16-20 on tha streets. No ex. Five miles from Wabash Valley Powder Plant, Canning Factory aod Paper Mill, working full blast. McLean and Toledo, Ill., follow, than South. Want to buy or laase 25KW Light Plant. Contact ma at Ellattsvilla, Ind., this waak.

PAUL ROBERTSON

CUMBERLAND VALLEY SHOWS

Want for 5 more Bona Fida Fairs. SHOWS: Motordroma, Glass House, Mechanical City, Minstrel Show, or any Show with own outfit except Girl Shows. RIDES: Will book Spitfire, Rock-o-Plana, Moon Rocket, Fly-o-Plana Address all mail and wires to

ELLIS WINTON, Sparta, Tenn.

Southern States Shows

Went experienced Ride Mee to joie at oece. Must drive truck aed stay sober. Also operator for Floss Coody aed Peony Pitch. On account of disappoiotment want Free Act aed Biego to joie et Doealsooville, Ga., September 22 for beleoce of seesoe. All eddress

JOHN B. DAVIS
Panama City, Fla.

FOR SALE

Frozen Custard—Factory built body on practically new G.M.C. truck. Stainless steel interior. Has 54 strips of fluorescent lights. Cost $12,500 to frame. Will sell for $4,500.

JACK F. MARTIN
383 Broadway Bayonne, N. J.

WANT TO BUY
FOR CASH

Kid and Adult Ridas, also Marry-Go-Round, Jumping Racing Horses, large and small, also Mangels Gallery Bird Racks, Parts, atc. Stata maka, condition, price.

F. ALLEN
1400 Brawarton Rd. Syracuse 8, N. Y.

EVERETT DANIELS, ANIMAL SHOWS

Important. Call

M. M. ROLAND
296J Geneva, Alabama. Collect.

COOKHOUSE
FOR SALE

In operation now. 20x30, fully equipped, with 1950 G.M.C. Tractor, $1,500.00. Without tractor, $650.00. All replies ta

DUKE DOUGHERTY
c/o John Marks Shows, Burlington, N. C.

ATTENTION, SHOWMEN!

Winter quarters availabla in Jacksonville's only amusement park. Tweoty (20) acres on river front. Capable of taking care of the biggest show. Contact

SID WALKER
700 Ocean St. Jacksonville, Fla.
Phone: 3-0800

FOLLOW THE WOLFE ARROW
WOLFE Amusement
THE SHOW THAT GETS UP ON SUNDAY

Smithfield, N. C., Sept. 15-20—Tobacco Festival

MARKETS NOW OPEN

NO FAIR HERE THIS YEAR

WE ARE FIRST IN — SOUTH CAROLINA FAIRS TO FOLLOW

Good opening for Custard, Scales, Hoop-Las, Novelties, Balloon Darts, Bumper, Corks, Hats, Pennants, Hanky Panks of all kinds. Apex, N. C., this week—First in 7 years.

BEN WOLFE—Owner, Mgr. BILL PORTER—Does tha Mending
ERNIE SYLVESTER—Does the Rest

BEAM'S ATTRACTIONS

BEDFORD COUNTY FAIR, BEDFORD, VA., SEPT. 15-20
FARMVILLE FAIR, FARMVILLE, VA., SEPT. 22-27

Now booking Concessions end Shows for these two outstanding Fairs. Con use experienced Ride Help who can drive semis. Concession Agents for both food stands end games. Experienced Griddle Men.

Write or wire

STEVE DECKER, BEAM'S ATTRACTIONS
WAVERLY, VIRGINIA, this week

PRYOR'S MISSISSIPPI SHOWS

Wanted—Rida Halp wha can handle #12 Wheel, Merry-Go-Raund. Men must be abla to drive trucks. Top wages. Want Concessions af all kinds axcept Lucky Bays and Gypsies. Can place Cookhause, Bingo, Popcarn. Everything apen. Na Ex. Cama on, will placa yau. Will book any kind af Major Rides not canflicting for the fallawing Fairs, all in Mississippi.

Greenwood, Sept. 15 to 20 Newton, Sept. 22 to 27
Starkville, Sept. 29 to Oct. 4 Winona, Oct. 6 to 11
Picayune, Oct. 14 to 18 Pass Christian, Oct. 20 to 25
Gulfport, Oct. 27 to Nov. 1 Then the Big One

All address, wire JACOB PRYOR, Rt. 3, Box 75-B, Biloxi, Miss., or JAY WARNER, Bay St. Louis, Miss.

BORDERLAND SHOW WANTS

Due to disappointment, Kid Rides. Auto or any other. Need Second Man on Wheel. Will book any Flat Ride. Can place a few more Stock Concessions not conflicting. Need Agents for Stock Concessions. Contact

HOWARD DEASON
Taylor, Texas, Sept. 12-16, Fair.

WADE GREATER SHOWS

WGW

MEDARYVILLE STREET FAIR, Medaryville, Ind., Sept. 16-20

FREE ACTS—PARADES—FLOATS—EXHIBITS—CONTESTS—SPEAKERS

Plus Regular Old-Fashioned Home-Coming

Located on the Main Street

Can Place LEGITIMATE CONCESSIONS. Hanky Panks of All Kinds, Soch as Ball Games, Milk Bottles, Cokes, Cats, etc. Darts, Photos, Floss, Age and Scale, Novelties, Cork Galleries, Fish Ponds, and What Have You?

Also Out and Out SALES PRIVILEGES OPEN.

Can place GIRL SHOW for this location. Also MECHANICAL, ARCADE, SNAKE.

Address WADE GREATER SHOWS Coldwater, Mich., Fair all this week.

AMERICA'S MIGHTY MIDWAY

Royal Crown 50 SHOWS 50

HUGE CARLOADS OF FUN

WANT FOR THE FOLLOWING FAIRS AND SIX OF FLORIDA'S BEST WINTER FAIRS

ENID, OKLAHOMA, THIS WEEK

BARTLESVILLE, OKLA. MUSKOGEE, OKLA. ALEXANDER CITY, OKLA.
FT. SMITH, ARK. ATTALLA, ALA. MONTGOMERY, ALA.

CONCESSIONS Can place Concessions of all kinds that operate for Merchandise. Will book Arcade exclusively.

SHOWS Monkey Show, Wild Life or any good Grind Show.

CAN PLACE SPECIAL AGENT

DOLLY YOUNG, MANAGER OXFORD HOTEL, ENID, OKLA., THIS WEEK

VICTORY EXPOSITION SHOWS

WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS

SEPTEMBER 22 THRU 27

CONCESSIONS—COOKHOUSE, ARCADE, CUSTARD AND HANKY PANKS OF ALL KINDS.

RIDES—FLY-O-PLANE, ROCK-O-PLANE, C-CRUISE, SPITFIRE, PONY RIDE.

SHOWS—MECHANICAL, ILLUSION, MIDGET, MOTORDROME OR ANY WORTH-WHILE SHOW.

ALVIN VANDIKE, Mgr.

DUNCAN, OKLA. (FAIR), THIS WEEK

PENN PREMIER SHOWS

worlds ★ cleanest ★ midway

ROANOKE RAPIDS, N. C., FAIR, Sept. 15-20; DURHAM, N. C., FAIR, Sept. 22-27

In the Heart of the Golden Tobacco Belt

CONCESSIONS

Can place Fishpond, French Fries, Glass Pitches, Cigerette Gallaries, Short Renge, Photos, Derby Recer, Age and Scele end any othar legitimate Concessions.

SHOWS

Can place Wild Life, Arcade, Bottle Show or any Shows not conflicting. WANT TO JOIN IMMEDIATELY MAN OR WOMAN WITH CIRLS TO HANDLE GIRL SHOW IN OUT-STANDING TERRITORY. MUST HAVE SOUNO AND WARD-ROBE.

RIDES

Can plece Little Oipper, Flyoplane or Ceterpillar.

HELP

Can place Foreman for Chairplane and Second Men on all Rides. Must drive semls. Long season. Buster Westbrook can placa head for Blower. Bob Eddleston, contact me. Also 6-Cat Operetor, Hanky Penk Help, Men to teke head of Swinger.

Address all mali and wires to LLOYD D. SERFASS, PENN PREMIER SHOWS, Emporia, Va., this week; Raanoka Repids, N. C., next week.

All phone calls to BUSTER WESTBROOK, Bus. Mgr., Belfleld Hotel, Emporia, Va.

C.C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT **WANT**

FOR THE MID-SOUTH FAIR AT MEMPHIS, TENN.; 10 BIG DAYS COMMENCING THURSDAY, SEPT. 18TH

Concessions of ell kinds. Merchendise end prizes every time. Heve one choice locetion open for Custerd, elso two good Cookhouse Locetions, end choica Spots for Paanuts end Popcorn, Sno-Cone, Lemonada Shakeup end Age and Sceles, end Ice Creem. SHOWS—Non-conflicting Shows of ell kinds with own equipment and trensportetion. Especielly Interested in Minstrel Show with own equipment end trensportation, speciel proposition for balance of the season. RIDES—Went non-conflicting Rides for Mamphis end balance of season. Liberel percentege. HELP—Can plece Help on ell Rides, must ba licensed seml drivers. Good selaries and bonus.

Address: C. C. GROSCURTH, MGR., Lebanon, Tenn.

Club Activities

Miami Showmen's Association

236 W. Flagler St., Miami

NEW YORK, Sept. 6.—Secretary Phil Cook is still touring the shows on behalf of the club. He recently visited, among many others, the Granger's Picnic and Free Fair at Williams Grove, Pa. He reports that the spot was off from past years with no afternoon play at all. Sol Solomon's high dive act was the free attraction there. Phil said there were only about 30 concessions, a great change from previous fairs when 60 to 70 worked. He met Harry Lewis, Jerry Gerard, Irish Dougherty, Eddie Ames, Andy Semenick and John Glynn at the event.

Continuing his trip, the secretary met Mrs. Mae Levine, president of the club's Ladies' Auxiliary. She's holding games every week to raise funds for both the men's and women's clubs of the association. Pat Finnerty says he's checking into all available places in Miami and on the Beach as possible spots for the annual banquet and ball which will be held January 5.

Pat and Sam Prell will run a jamboree on behalf of the club in the near future. All men on the Prell Shows are MSA members. Secretary Cook met the staff and the following members: Sam Prell, owner-manager; Louis E. Russell, secretary; Joe Prell, general agent; Abe R. Prell, assistant manager; Bennett Prell, treasurer; Patty Finnerty, business manager; John Hoffman, lot superintendent; James Zabriskie, electrician and Diesel man; Charles Gutermuth, mechanic, and Albert H. Reisinger, ride superintendent.

Also James and Ferdinand Thompson, Peasy Hoffman, special agent; Joe Cennome, Henry (Snoozy) Goldberg, Jack Gallupo, Bill Norton, Morris Friedenheim, Israel Prozer, Sam Spielman, Newell C. Taylor, John I. Ressell, Bob Martin, James Henry Edwards, Frank Hamilton, Leonard Lampell, William S. Sales, Morris Saul, Max (Jack) Levine, Harry Tilner, Festus P. Williams, John Miller Jr., Dominic Mascheri, Joe Ross, Lou Lange, Irving Borker, Sam Cohen, Ralph Corey, Hom Zolum, Frank E. Walker, Charles Henry, Paul Prell, Mac Prell and the Leyle Barretts, senior and junior. Cook also noted that he picked up over $300 in dues paid by re-instated members and newcomers.

On the sick list are Max Kimerer, Lou Leonard, Jack Rose, Tommy Fox, Bert Rosenberg and Ben Strings, who underwent an emergency appendectomy recently in Franklin, Pa.

These applications for membership have been received: John Miller Jr., Albert H. Reisinger, Dominic Mascheri, William Sales, James H. Edwards and Ferdinand and James Thompson, all proposed by Patty Finnerty; Sam Poletta, James Motola, William W. Ford, proposed by Claude Sechrest; Aulden G. McClellan Jr., James Ely, William D. Breeden and Paul E. Wilder, proposed by Seymour Klein; John Glynn, by Jerry Gerard and Eddie Ames; Joseph Borgia, Billy Taylor, Edward D. Schultz, Frank A. Norton and Eddie Dietz, proposed by Phil Cook.

Mrs. Tex Darlington Dies in Auto Crash

CAMERON, Mo., Sept. 6.—Mrs. Ethel Darlington, wife of Tex Darlington, Hey-Day foreman on the Royal American Shows, was fatally injured in an automobile accident here Tuesday (2) when the steering wheel of a car, driven by her husband, broke. The car rolled over an embankment. She died almost instantly.

Darlington escaped without serious injuries but was badly shaken up. The accident occurred while the Darlingtons were en route from the St. Paul fair to the annual at Topeka, Kan.

Mrs. Darlington was a featured rider on Bill Kemp's Motordrome for many years and recently had been employed in the Royal American's concession department.

Burial was in Jackson, Miss.

AMERICAN MIDWAY SHOWS

DALLAS COUNTY FAIR

MESQUITE, TEX., SEPT. 16-20

Can place Concessions of ell kinds. Want Octopus or Tilt. Will book any Show of marit. Those joining now cen pley the following Taxas Fairs: Corsicena, Nacogdoches, Bryan, Caldwell, Giddings, San Antonio, Ennis, Waco, Herlingen, Brownsville. Opening Cherro Oeys eerly in February. All answer:

American Midway Shows

Mesquita, Tex. (Our Man on Lot Naw)

CAMEL CITY SHOWS

Want for Gibsonville, N. C., Centennial Week, Sept. 15-20; then the red one, Southern Pine, Sept. 22-27, first show in 10 years.

Can place smell Bingo that works for stock, Ball Games, High-Striker, Pitches end ell Henky Penks. Working only 2 of a kind. Went Shows—Monkay, Snaka or any Show with own outfit. Wa cerry no Cirl Show or Flet Concassions. Want Ride Help for Merry-Go-Round, Farris Wheel and Swings. Must drive and stay sober. Address:

This week, Yanceyvilie, N. C.

VIVONA BROS.' COMBINED SHOWS

WANT

Minstrel Show for 10 outstanding Southarn Fairs sterting et Laeksvilla, N. C., Seot. 15. We heve completa outfit, including wagon front, seets end stege. Will also furnish bus for transportation.

Contect this week Montgomary County Fair, Christiansburg, Va.

Mack Hoge Wants

Far Rayel Exposition Shows

Slum Skillo Agent end one good Outside Men. Monroe end Henry Born, contact ma.

Vidalla, Ge., Sept. 8 to 13.

PROMOTERS

Get on our Mailing List. Each week Tha Billboard receives inquirias asking for names of individuals who might underwrita and promota attractions for auditoriums end arenas, wa can refar inquiries from your territory to you. Please state the data and type of avant or at laast one event which you hava promoted in the past; specify whether or not you wera financially responsible or secured responsible undarwriting. Write Arena-Auditorium Dept., The Billboard, 188 W Randolph St., Chicago 1, Ill.

DANNY DORSO

WANTS

Bingo Countermen, Bingo Caller, Ralief Callers; experience not necessary. Good salaries. All Feirs balence of season. Contact **DANNY DORSO, Model Shows, Nagerstown, Meryland, until Sept. 20th.**

AMERICAN LEGION FAIR

ROCKYMOUNT, VA., SEPTEMBER 15 TO 20

Wanted—Fish and Ouck Ponds, Oart, Pitch Till You Win, Ball Games, Cigeratta Gallery, Penny Pitch, Long end Short Ranga Gallery, Photos, Floss Candy, Greb, Six Cets, Buckets, Swinger, Jewalry. Wented—Girl Show, Monkey Show, Wild Life, Unborn, Sneke Show, Illusion, War end Crime Shows. Wented—Ferris Wheol Foremen, Truck end Tractor Drivers end Genaral Ride Halp. All replies:

GEO. CLYDE SMITH SHOWS

FAIR CROUNDS, WARSAW, W. VA.

INTERSTATE SHOWS

WANT FOR DECATUR COUNTY FAIR, PARSONS, TENN., AND DECATURVILLE COMBINED, SEPT. 15-20, AND 8 MORE FAIRS TO FOLLOW.

Shows: Cirl Shaw with ar without awn equipment and worth-while Crind Shows such es Monkey, Wild Lifa, Mechanical, Fun Nousa, Class Nousa, Unborn, Illuslan, etc. Rides: Will book eny Rides not canflicting with what we have at small percantage. Rida Halp: Want Foreman for Twin Ferris Wheels ($75.00 per week end bonus) and Kiddla Rides. Second Men on eil Ridas. Cancessians: All Nanky Panks open. Want Agants for Six Cats end Clathes Pins.

Replies to MANAGER, INTERSTATE SHOWS

TIPTON COUNTY FAIR, COVINGTON, TENN., TNIS WEEK.

JOHNNY DENTON'S

GOLD MEDAL SHOWS

WANT FOR THE FOLLOWING SOUTHERN FAIRS

TRI-STATE FAIR, GASTONIA, N. C. CHEROKEE INDIAN FAIR, CHEROKEE, N. C.
CHAMBER OF COMMERCE AND NATIONAL PEANUT FESTIVAL ASSN. FAIR, DOTHAN, ALA.
ANNISTON, ALA.; MARIANNA, FLA.; PANAMA CITY, FLA.; TALLAHASSEE, FLA. — ALL FAIRS

CONCESSIONS—Hat Outfit, Scales, Age, Glass Pitch, High Striker, Fish Pond, Balloon Darts, French Fries, Ice Cream, Popcorn, Candy Apples or any legitimate Merchandising Concessions.

WILL BOOK FLASHY PENNY ARCADE

CAN PLACE A-1 COOKHOUSE FOR BALANCE OF SEASON

WANT Concession Agents for Head of Stores also Sub-Agents. Following people contact—China Jackson, Melvin Westmorland, Bob Hardy, Mike Farino.

RIDES—Will book Rock-o-Plane, Fly-o-Plane, Pretzel or any other Ride not conflicting.
SHOWS—Will place two or three nice Grind Shows.
HELP—Want Second Men for all Rides. Also man to handle Downey Light Towers.

All answer **JOHNNY J. DENTON or ART FRAZIER, Jackson, Tenn., this week**

WANTED WANTED WANTED

MISSISSIPPI SHOWS

Want Shows, Flat Rides and Little Dipper. Henky Panks of all kinds, Bingo, Cookhouse. No grift tolerated. For the 6 best Fairs in Mississippi. Our biggest date is Keesler in Biloxi, Miss. Last year we had 50,000 to 60,000 people a night. Big as any State Fair in the country. Will run for a full week this year. Our first fair is Greenwood, Miss. Open on Sept. 15 to the 20th. With Newton Fair, Starksville Fair, Shaw and Marks Fairs. The big one is Biloxi, Miss., on Nov. 1st; and all people who join our show will play this Fair as we are not going to book enyone to play this Feir who doesn't play all our Feirs All mail end telegrams to be addressed to

MISSISSIPPI SHOWS
PRIOR AND WARNER, Owners
GREENWOOD, MISS.

P.S.: We also have Winone, Miss., Fair.

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

WANT FOR 9 FAIRS

Ride Help: Eli Foreman, Merry-Go-Round Foreman, Second Man on Caterpillar. Concession Agents who can and will work Stock Stores for 10 cents. Book Bingo, $75.00 a week. Many cloim best show, etc. Come look this show over, then you will know who hos the best show in the Southeast. We carry 9 Rides and have 5 more in quarters when wa want them.

Address: Ellijay, Ga., this week; Cumming, Sept. 15 to 20.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR BALANCE OF SEASON AND ALL WINTER IN FLORIDA

Went Grind Stores of all kinds. Want Motor Drome. Want Shows with or without own outfits. Can place Rides not conflicting; Mort Messias, answer. Can place useful Show People in all departments. All contact:

SHERMAN HUSTED or HAROLD RALEY

Lewiston, N. C., Feir, this week; with Seeboard, N. C., Fair; Whitakers, N. C., Feir; Jeckson, N. C., Northempton County Feir; Scotland Neck, N. C., Peanut Festivel; Pembroke, N. C., Robeson County Fair, and the greet Norry County Fair, Loris, S. C., to follow end balance of season.
P.S.: We hold exclusive contract to the Whitekers, N. C., Firemen's Fair regardless of past advertising.

NESSLER'S GREATER SHOWS

WANT FOR COLUMBUS COUNTY FAIR, MAGNOLIA, ARK., SEPT. 15-20; NEWPORT, ARK., FAIR, SEPT. 22-28.

CONCESSIONS—Cookhouse, Novelties, Hi-Striker, Hoop-La, Watch-La, Cork Gellery, String Games, Custard, French Fries, American Palmistry, or any other kind of Concessions that work for stock RIDES—Set of Kid Rides. John Fraocis, Gilbert Renkin, answer. One or two Major Rides, Chairplane, Spitfire, Octopus, Rolloplane or any Ride not conflicting. Joe Frederick, can use your Ride and Show. SHOWS—Girl Show, Athletic Show, Mechanical, Wild Life, Organized Minstrel with own equipment. HELP—Agents for Six Cats, Floss and Ball Games. Star City, Ark., Fair, Sept. 8-13. P.S.: Ted DeWitt, let's hear from you

---

FRONTIER SHOWS

Want for 5 Fairs in Colo. & Arizona

Fair Hotchkiss, Colo., Sept. 16-20: Fair Cortez, 23-27; Fair Durango, Oct. 1-5. Stock Concessions of all kinds, Photos, Grab, Popcorn. Will book one more Major Ride. Want Foreman for Wheel or Merry-Go-Round. Rusty Nolan, answer. All replies: FRONTIER SHOWS, Hotchkiss, Colo.

PALMETTO EXPO. SHOWS

Can place Concessions of all kinds for the following spots: Darlington, S. C., this week; Jamestown, S. C., Sept. 15-20; Moncks Corner, S. C., Fair, Sept. 22-27; Elloree, S. C., Feir, Sept. 29-Oct. 4; Colleton Co. Fair, Walterboro, S. C., Oct. 6-11.

Especially want Bingo, High Striker, Scales, Penny Pitches, Pan Games, Roll Down, Skillos, Swingers and Six Cats. Can use Chairplane Foreman and Second Man, also Merry-Go-Round Help. Want any Grind Show with own equipment. All replies to

MILTON McNEACE, PALMETTO EXPO. SHOWS
Darlington, S. C., this week; then as per route.

FOR SALE

#5 Eli Wheel, Allan Herschell 3 abreast Marry-Go-Round, Tilt-a-Whirl, Allan Harschell Kiddy Rida, Ovarland Fire Engina, 2 combination Popcorn and Candy Floss Trailars.

ALSO

Various carnival booths. Can be seen in Peotone, Illinois, Sept. 12-14 inclusiva.

Call FRONTIER 6-5320, Chicago, Ill.

YOUR IDLE EQUIPMENT

Ferris Wheels, all Rides, Animal and Personal Acts will mean extro money to you if we book our clients in your territory. Flat rental — Money assured. We book only legitimate Shows. Those who have written, thanks, we have you listed. Others, please write no motter where located.

Send pictures. State prices, etc. Box 795, Billboard, 1564 B'way, N.Y.C. 19.

CONCESSIONS WANTED

Can place Photos, Short Range, Pitch-Till-You-Win, Coke Bottles, Ice Cream High Striker, Hoop-La, Hats, Ball Game String Game, Basketball, Roman Terget For Fairmont, Minn., Free Fair, Sept. 11-14; then Cembridge, Minn.; then south, starting with Steele, Mo.; Menilla, Ark., and other good Spots to follow. Can also use P.C. and Popcorn for Southern Spots. Address

STANLEY WARWICK
Wolf Greater Shows, Fairmont, Minn.

WANTED

ELECTRICIAN WHO UNDERSTANDS DIESEL
TOP SALARY IF YOU KNOW
YOUR BUSINESS

Lawrence Greater Shows

Lincolnton, N. C., this week; Salisbury, N. C., to follow.

RIDE HELP WANTED

Foremen for Little Dipper and Kiddie Rides; top salary to experienced men. Second Men on Caterpillar and Spitfire

Wire

STEVEN DECKER
Care Beem's Attractions
Fairgrounds, Waverly, Virginia

STATE FAIR SHOWS

Want for Cordell Fair; Perry Cherokee Strip Celebration, Around the Court House, Sept. 15-16; Noble County Free Fair, Sept. 18-20; Bristow County Free Feir, then West Texas in the Cotton Belt. All Concessions, Rides, Shows, Carnival People in all departments, come on. Wire C. A. GOREE, Cordell, Okla., this week.

14th Annual

Kiwanis Fall Festival

Ripley, Ohio—Oct. 8, 9, 10, 11.
Wanted—Concessions, Rides, Shows.
Contact

FRED BLATTER Phone 233 or ED CAMPBELL Phone 115

Now Booking for . . .

The Best in the West

FRESNO DISTRICT FAIR

FRESNO, CALIF.—OCTOBER 3-12

ARIZONA STATE FAIR

PHOENIX—NOVEMBER 6-16

Contact: **CRAFTS 20 BIG SHOWS**

7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUnset 2-3131

DON FRANKLIN SHOWS

Last Call for Texarkana State Feir, opening Friday, Sept. 12, thru 20—9 big days; followed by Wharton, Rosenburg, Angleton, Crockett, Refugio, Beeville and Alice, Texas, Fairs.

CONCESSIONS: Can place Snow, Floss, one Popcorn, Chocolate Dip, Hats, one Six Cats and Buckets, and Hanky Panks. SHOWS: Will book Motordrome and any Show not conflicting for Texarkana. HELP: Can place useful Ride Help who drive semis.

NOW BOOKING RIDES—SHOWS—CONCESSIONS FOR SAN ANTONIO LIVESTOCK EXPOSITION, FEB. 20 THRU MARCH 1, 1953. OUR 4TH YEAR AT THIS OUTSTANDING DATE.

All replies to: DON FRANKLIN, Mgr., Texarkana, Texas (Fairgrounds)

Marion Greater Shows

WANT

Major Rides, also other Rides for Kingstree Fair, Bennettsville Fair, Shelby Fair, Shelby, N. C., Colored Fair. We have 11 of the best Fairs in the South.

Attention, Showmen—Will book outstanding Shows.

Attention, Concessionaires—Will book clean Concessions of all kinds.

We are in the best territory of any show. Conditions are very good. All replies

MARION GREATER SHOWS, Dillon, S. C.

UNITED EXPOSITION SHOWS

Legion Fall Festival, Riverside Park, Alton, Ill., Sept. 15-20. This is it! The last chance for a bank roll in Illinois.

Can place Henky Panks of all kinds, especially want Snow, Floss and Custard. Want Cookhouse for balance of season or will consider Sit-Down Grab. Want Bingo Countermen, also Agents for Skillo and Count Store. Have opening for Girl Show Manager with two or more girls. (Catch pay day in Belleville.) Can place several Concessions at El Paso, Ill., Sweetcorn Festival, in uptown park, Sept. 10-13. Want Ride Men who drive, wire or come on. Wire or phone:

C. A. VERNON, MGR., EL PASO, ILL., THIS WEEK.

WANT WANT WANT

RIDE HELP

Foremen for Twin Ferris Wheels and Scooter. Also General Ride Help. All to join at once. Best top salaries—best of treatment—long season.

DOLLY YOUNG, Mgr.
ROYAL CROWN SHOWS, ENID, OKLA., THIS WEEK.

REBEL AMUSEMENT COMPANY

Can place for Cahoma County Colored Fair, Clarksdale, Miss., Sept. 16-20, Rides that do not conflict, especially set of Kid Rides. Hanky Panks of all kinds, Shows with own equipment. Popcorn and P.C. sold. Will sell ex on Cookhouse.

SAM GOLDSTEIN
HOLLY SPRINGS, MISSISSIPPI, THIS WEEK.

Hamid's 'Follies'

• Continued from page 36

of the Rutland City band. The music was good, both in timing and tone.

Altho the day after Labor Day is traditionally a poor fair day, and altho the weather was threatening (it came down in buckets immediately after the show ended), the grandstand was about 80 per cent filled, with a $1.20 general admission price, and box seats selling for $1.80. Two performances were given Tuesday night, the second one playing in the rain.

Ironically enough, the second performance was given to make up for the Labor Day night which was rained out.

The package is tied together well. The production numbers were impressive, with excellent use made of steps which the Roxyettes used to good advantage. Lighting on the steps was good.

The finale, a Yankee Doodle number with the gals swinging an illuminated Liberty Bell and cavorting up and down the steps, provided an apt finishing touch.

Costumes, scenery and lighting are tailor-made for fair consumption, and the "Grandstand Revue of 1952" should continue to prove quite a drawing card thru the remainder of the season.

Rutland Bows OK

• Continued from page 36

emsee, and Vince Borelli lead the band.

Added attraction to Wednesday's (3) grandstand show was the "lighted drill" of Cairo Temple Shrine Patrol and Drum Corps, which had taken top honors in marching in New England.

Tuesday was kiddie's day, as 6,000 youngsters augmented a paid attendance of 18,000. Last year's attendance was 24,000. The rain that night came at about 10 and lasted until midnight.

Kiddieland did well Tuesday afternoon, with the Little Dipper and Ferris Wheel proving the most popular with the youngsters.

The World of Mirth midway was doing a heavy business, even in the rain, and the WOM shows were playing to good houses thruout the downpour.

Attending the fair were some 600 Grange members from New York and New England. They were admitted free.

The fair ends its six-day stand today, and it's a cinch not to break any records, either on gross or attendance. However, the fair demonstrated remarkable pulling power, drawing many people from Massachusetts, New York and New Hampshire, and, given a break from the weather on Labor Day, would have run considerably ahead of 1951.

Lumberjacks

• Continued from page 36

ed to $93,926, practically the same as a year ago.

Construction Planned

An extensive building program, which will provide an entirely new plant, will get underway next year. It will not be completed until 1954.

Vollmann credited a fast paced rodeo and loggers' competitions with sending the night grandstand attendance to a probable 10-year record. Lane Productions, Oakland booked in Cecil Stewart's Royal Rogues for the grandstand show and the Trio Francisco, a strollers group. Joe Bren, Hollywood, booked The Great Siegfried, who did a 100-foot ski jump.

Foley & Burk Combined Shows traditionally had the midway contract. Hot afternoons held down the day play at the carnival, but night play was reported high.

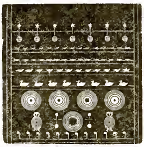
Sacramento Beats

• Continued from page 27

Dave Barry, and the Four Step Brothers.

Tevis Paine, son of the late Charles Paine, for years a director and one-time manager of the State fair, was honored Sunday night (31) with a medal, presented during ceremonies in the horse show arena. Paine was similarly honored 42 years ago when he announced his first horse show at the age of 12.

Preparatory to the opening of the '52 event, the fair's advertising budget was hiked by $5,000. The additional amount was all earmarked for television.



ATTENTION— SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES

ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . assure your future with Evans—the Gallery built to last.

Complete details in our

FREE CATALOG

Parts and Targets also available

Write Today

H. C. EVANS & CO.

1556 W. CARROLL AVE
CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—
NO WAITING for
These *EVANS'* Quality
LONG RANGE GALLERIES

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt

GALLERY "S"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt

INDEPENDENT CONCESSIONS WANTED

Novelties, Age, Scales, Photo. Grab, Hanky Panks, Custard, Diggers, Working Stock, legitimate Grind Concessions of all kinds. Battle Show—for 6 big days and nights on the Northwest's biggest free midway. No flats, P.C. or gypsies.

CORN PALACE, SEPT. 22-27

MITCHELL, S. D. W. T. WILT

3 CELEBRATIONS—VIRGIN TERRITORY

WANT Major Rides not conflicting. CONCESSIONS—Hanky Panks of all kinds. Popcorn, Apples, Custard still open. SHOWS—Show Operators with own outfits. Guarantee if known. This is maiden territory. HELP—Want Ferris Wheel Foreman and General Help. Can join now. DARIEN, CONN., first Show in 4 years. WESTPORT, CONN., on the Town Hall property. First since 1948. STAMFORD & GREENWICH, CONN. Right on the line. All in succession, starting with Darien, September 19 to 27. All Celebrations on Post Road. All contact Celebration Offices, Rodger Ludlow Hotel, Phone 8-7221, Norwalk, Conn.

MOTOR STATE SHOWS

Port Clinton, Ohio, this week, Sept. 8-14, with all Celebrations into October. Wanted, Hanky Panks. Come on, will place you. Also want Second Men on all Rides. Long season South.

Continental, Ohio, Silver Jubilee, Sept. 23-27. Need Bingo Help for show-owned Bingo.

JOE FREDERICK, MGR.

E & B AMUSEMENTS

Want Foremen for Caterpillar, Roll-o-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.

Address JOHN A. BASS

245-04 UNION TURNPIKE BELLEROSE, LONG ISLAND, N. Y.

(Phone: Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.)

B. H. AMUSEMENT CO.

Wants for 10 Weeks of Fairs and Celebrations starting Sept. 22, including ORANGEBURG, BARNWELL, KINGSTREE, FLORENCE, SUMTER, Colored Fairs; and 5 White Fairs and Festivals, all in South Carolina Cotton and Tobacco Belt.

Crops are O.K. in this section, don't let anyone advise you otherwise. RIDES—Tilt-a-Whirl, Fly-o-Plane, Octopus, Rolloplane. Also any Flat Ride. SHOWS—Snake, Wild Life, Animal, Fat Show, or String Shows. Hanky Panks, all open, no ex. Join now, and get it together, it's later than you think. Want Foreman and Second Man for Ferris Wheel. W. d. HOOD, Mgr., Lynchburg, S. C., this week; and then as per route. P.S.: Anna Lee King, contact me.

EVANS UNITED SHOWS

Want for Lexington, Mo., Fair, Sept. 11 to 13; Concordia Fall Festival, 17 to 20; Stover Fair, 25 to 27. All of these on the Streets.

CONCESSIONS—Novelties, Basketball, Hi Striker, Long or Short Range Gallery or any Hanky Pank not conflicting. No racket or Gypsies. SHOWS—Any Show except Girl or Athletic. Contact

MANAGER, LEXINGTON, MO.

STARLIGHT SHOWS

WANT WANT WANT

For good string of Fall Fairs: Bingo, Grab, Custard, Bumper, Basket Ball, Slum Spindle, Scales, Hoop-La, Heart Pitch, Set Outfit, Clothes Pin, Add Darts, String, Mug Outfit, Taffy, Coke, Pronto Pups, Hats. Agents wanted for Hanky Panks. Train, Roller Coaster or any other Ride not conflicting. Shows with own outfits.

Route: Sept. 10-13, Beaver, Okla.; 16-19, Chandler, Okla.; 24-27, Bridgeport, Texas; Oct. 1-4, La Grange, Texas; 9-11, Bellville, Texas; 16-18, Three Rivers, Texas; all Fairs. Big Armistice Celebration, Nov. 9-11, Pleasanton, Texas.

DRAGO AMUSEMENTS

Can place for "Marion Fall Festival" (three blocks from Courthouse) and balance of season. SHOWS—Monkey, Wild Life, Arcade, Illusion, Fat, Midgets, Snake, or any other Shows for committee money. CONCESSIONS—Hi-Striker, Pitch Games, Fish Pond, String Game, Age and Scale, all kinds of Hanky Panks that work for stock. Small privilege for rest of season.

Wire or Call PAUL DRAGO

Akron Fairgrounds, Akron, Ind., Sept. 8-13; Marion, Ind., to follow.

Used Everywhere for Over 35 Years.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, $22.50 per 100,000.

100,000 **$29.50**

10,000 ...$ 9.50
20,000 ... 12.00
50,000 ... 18.50

LAWRENCE GREATER SHOWS

America's Most Progressive Carnival

Want for Class A Fairs

Jaycees Merchants Fair, Salisbury, N. C.; Greater Mt. Airy Fair, Mt. Airy, N. C.; Petersburg Fair, Petersburg, Va. With seven more Fairs to follow.

WANT WANT WANT

CONCESSIONS Popcorn, Candy Apples, Age and Scales, French Fries, Glass Pitches, Eating and Drinking, Merchandise Concessions of all kinds; liberal privilege. Six Cats, Swinger and Buckets. Percentage open with Hanky Panks. Joe Decker, we will book your Popcorn and French Fries. Capable Man or Couple for office-owned Popcorn. Agents for office-owned Six Cats, Crew for Buckets and Balloon Darts.

SHOWS Grind Shows, Wild Life, Motor Drome with or without equipment. Tracey, get in touch. Useful Sideshow Help. Snake Show with or without equipment.

RIDES Tilt-a-Whirl, Little Dipper, Live Pony Ride or any non-conflicting Rides.

HELP Truck Mechanic for International Trucks. Work all year. Foremen for Rolloplane, Caterpillar, Ferris Wheel; Second Men on all Rides. Blondie Humprees and Mattie, contact Jimmy Ferenzi; good, useful Help, semi drivers preferred

Want Diesel Electrician; wire. Also Show Carpenter. Write, wire or come on.

Lincolnton, North Carolina, now; Salisbury next week.

VIVONA BROS. Combined SHOWS

Want for Tri-City Agricultural Fair, Leaksville, North Carolina, September 15-20; 10 More Bona Fide Fairs To Follow.

CONCESSIONS: Open Midway—Hanky Panks of every description, Scales and Age, Hi-Striker, Long and Short Range Galleries, Hats, Derby, Bumper, Coke Bottles. SHOWS: Wild Life, Motordrome, Unborn, or any worth while Grind Show. RIDES: Spitfire, Little Dipper, Tilt, Caterpillar, or any Flat Ride not conflicting with what we have. HELP: Foreman for Sky Fighter and Train Ride. Show Builder wanted at once. Rock Thomas, contact. Contact this week—Montgomery County Fair, Christiansburg, Virginia.

ROSS MANNING SHOWS

HIGH POINT, N. C., FAIR

STATESVILLE, N. C., FAIR SEPT. 22-27	LEXINGTON, N. C., FAIR SEPT. 29-OCT. 4
LAURINBURG, N. C., FAIR OCT. 6-11	HAMLET, N. C., FAIR OCT. 13-18

LANCASTER, S. C., FAIR, OCT. 20-25

TWO DATES TO FOLLOW.

CONCESSIONS: Long Range, Short Range, Hanky Panks, Cat Rack, Buckets, Ball Games, Coke Bottle, Cig Gallery, Cig Pitch, Novelty, Penny Pitch.
SHOWS: Wild Life, Fun House or Glass House, Dark Ride.
RIDES: Roll-o-plane, Tilt, Fly-o-Plane or Cat. WRITE OR WIRE
JEFFERSON HOTEL **ROSS MANNING** MARTINSVILLE, VA.

WANT FOR VETERANS OF FOREIGN WARS

First Annual Southwest Festival and Sports Show

SAN ANTONIO, TEXAS—OCT. 27-NOV. 2
COMMANCHE PARK

SHOWS RIDES CONCESSIONS

Can place Demonstrators and Pitchmen. Will Book Outstanding Free Attractions.

A million people to draw from. Special features nightly. Strong sponsorship.

Contact: TOMMY STEVENS, Gen. Mgr.

315 Houston Bldg., San Antonio, Texas

TURNER BROS.' SHOWS

Want for Dexter, Mo., Fair, Sept. 15-20

CONCESSIONS: Cookhouse, Photos, Penny Arcade, Ball Games, Darts, Fish Pond, Merchandise Concessions.

SHOWS: Glass House, Fun House and Shows with own equipment.
HELP: Foreman on Tilt. Man for Kiddie Rides.

Rides For Sale—Can be seen at Dexter, Mo.

(Frank Vasulk, contact us.)

Address Parryville, Mo., Sept. 8-13.

GATTO AMUSEMENTS WANT

For the biggest thing in the South, the great H Bomb project. Have choice locations. Every day a payday. The only Show in the South with free gate. Positively open in South all winter. CONCESSIONS—Bingo, Popcorn, Apples, Floss, French Fries, Grab, Custard, Ball Games, Ponds, Short and Long Range Galleries, Photos, Glass Pitch, Scales, Six Cats. Will book any ten cent Grind. Want Percentage Dealers. HELP—Show Electrician; must drive light wagon; Merry-Go-Round and Chairplane Foremen, Help on all Rides. SHOWS—Will book any type Shows with own equipment. Come on. All replies

ROX GATTO

PADDOCK COURT or WESTERN UNION AIKEN, S. C.

ROYAL EXPOSITION SHOWS

MIDDLE GEORGIA FAIR

Milledgeville, Georgia, Sept. 15 to 20.
Want Shows, Rides and Concessions of all kinds. Contact

J. P. BOLT or SPLINTER ROYAL

Vidalia, Georgia this week.

WANT WANT

JOLLYTIME SHOWS

For Chatham, Va., Sept. 15-20, first show in six years and long string of Fairs and Celebrations in Tobacco and Cotton Country. SHOWS: Colored Girl Show or any Show with own equipment, low percentage. RIDES: Any Flat Ride, also Live Ponies, best of spots for these. CONCESSIONS: Bingo, Pitch-Till-U-Win, Long and Short, Age, Weight, Ball Games, Penny Pitch, Coke Bottle, Buckets, Six Cats, Custard, any and all Hanky Panks, privilege $21.00. Karl Middleton, get in touch with Dick Palamateer. Long season, out until Xmas. Write, wire, phone **WES PRICE, Mgr., Lovingston, Va.**

Carnival Routes

• Continued from page 32

Ark.: (Fair) Ardmore, Okla., 15-20.
Bhan Bros.: (Fair) Murphy, N. C.
Smith, George Clyde: (Fair) Werasw, Va.; (Fair) Rockymount 15-20; (Fair) Warrenton, N. C., 22-27.
Snapp Greater: Hannibal, Mo.
Southern States: Panama City, Fla.
Southern Valley: Arkadelphia, Ark.; (Fair) Coushatta, La., 15-20.
Star Am. Co.: Leechville, Ark.
Stephen's: Queen City, Mo., 10-13; Bloomfield, Ia., 18-20.
Stephens, C. A.: (Fair) Dungennon, Va.
Sterling Crown: Portageville, Mo.; (Fair) Pontotoc, Miss., 15-20.
Stipe's: Kelloag, Minn., 12-14.
Strates, James E.: (Fair) York, Pa.
Sunset Am. Co.: (Fair) Cape Girardeau, Mo.
Tassell, Barney: Alexandria, Va.
Tatham Bros.: Chandlerville, Ill.
Thomas Amuse.: (Fair) Bainbridge, Ind., 18-20.
Thomas, Art. B.: Pierre, S. D., 10-13; Bridgewater 16-17; Little Rock, Ia., 18-20.
Thomas Joyland: Nelsonville, G.; Morgantown, W. Va., 15-20.
Tidwell, T. J.: (Fair) Frederick, Okla.
Tim's United: Cottonwood, Idaho, 10-13; Orofino 17-21.
Tinsley, Johnny T.: (Fair) Elberton, Ga.; (Fair) Griffin 15-20.
Tivoli Expo.: Russellville, Ark.; Pine Bluff 15-20.
Turner Bros.: Perryville, Mo.; (Fair) Dexter 18-20.
20th Century: Spencer, Ia.; Keokuk 15-20.
Twin City: Ava, Mo., 11-13; Batesville 15-20.
United Expo.: El Paso, Ill.
United States: Welch, W. Va.
Veterans United: (Fair) Waterloo, Neb.; (Fair) Beatrice 15-18.
Victory Expo.: Duncan, Okla.
Virginia Greater: (Fair) West Point, Va.; Ahoskie, N. C., 15-20; (Fair) Spring Hope 22-27.
Vivona Bros.: (Fair) Christiansburg, Va.
Wade: (Fair) Saginaw, Mich.
Wade Greater: (Fair) Coldwater, Mich.; Medaryville, Ind., 18-20.
Wallace Bros.: Greenville, Miss., 15-20.
Wallace Bros. of Canada: (Fair) Renfrew, Ont., Can.; (Fair) Lindsay 15-20, (Fair) Aylmer 22-24.
Wallace, I. K.: Bland, Va.; (Fair) Lebanon 17-20.
West Coast Expo.: San Jose, Calif., Walnut Creek 16-21.
Wilcox, Dick: (Fair) Unity, Me., 11-13.
Wilson Famous: Geneseo, Ill.; Astoria 18-20.
Wilson Greater: (Fair) Holbrook, Ariz., 18-21; Coolidge, Oct. 18-26.
Wolf Greater: (Fair) Fairmont, Minn., 13-18; (Fair) Cambridge 17-20.
Wolfe Amuse.: Apex, N. C.; Smithfield 15-20.
World of Mirth: Brockton, Mass.
World of Pleasure: Montpelier, O.; Warren 15-20.
Young, Monte: Brigham, Utah.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Want for Jackson, Tenn., A. M. Colored Fair and 9 weeks of solid fairs in Tennessee, Alabama and Florida.

CONCESSIONS: Long Range, Short Range, Grab, Hit and Miss, Under 11-Over 30, Darby, Coke Bottles, Ball Games, Balloon Darts, Fishpond, African Dip, Penny Arcade, Floss, Custard, Rat Game, Pan, Nickel Roll, Age and Weight. Colored Concessioners, contact. SHOWS: Monkey Droma or Monkey Show, Motordroma, Wild Life. Doc Dixon wants Acts for Sideshow, also Front Man and Inside Lecturer. RIDE HELP: Want Merry-Go-Round Foreman. Book or buy Rockoplane. Want Live Ponies. All contact

JOHN PORTEMONT
CENTERVILLE, TENN., THIS WEEK.

BAKER UNITED SHOWS

Want Concessions for Celebrations until middle of October—Photos, Scales, Ball Games, Fishpond or any clean Hanky Panks.
Those joining now given preference for next season.
Can always place good, sober Ride Help.

Wire or call

Ernie Allen, BAKER UNITED SHOWS
Attica, Ind., this week.

KINGSTON, OHIO, SEPTEMBER 22-27
LAURELVILLE, OHIO, SEPTEMBER 29-OCTOBER 4

Annual Street Fall Festivals

CONCESSIONS AND SHOWS WANTED

Want Percentage Games, Pill Pool, Beat the Dealer, Under and Over Seven. Want Popcorn, Carmel Corn, Floss and Apples, Snow, French Fries, Arcade. Want Grind Stores of all kinds: Bingo, Jewelry, Photo, Lead Gallery, Scale, Glass Pitch, Ball Games, Cork, Darts, etc. WANT RIDES—Kiddie Rides and Majors not conflicting.

FRED NOLAN
MOXANALA PARK Phones: 2-8252—2-7671 SOUTH ZANESVILLE, OHIO

BOB'S MODERN SHOWS

WANT FOR GAINESBORO, TENN., FAIR AND CAMDEN, TENN., FAIR

Legitimate Concessions of all kinds. Can use a few good Ride Men, Girl for Glass Pitch. All Fairs for balance of season. All replies to

BOB'S MODERN SHOWS
GAINESBORO, TENN., FAIR, THIS WEEK.

TIVOLI EXPOSITION SHOWS

Want for cream of Fairs in Arkansas—7 more big Fairs, including the South Arkansas Livestock Show and Fair, Pine Bluff, Ark., and the Third District Livestock Show and Fair, Hope, Ark.

Concessions: Can place Hanky Panks of all kinds. What have you? Boots Cutler wants Wheel Man and Crew. Ride Help: Want Foremen for Ferris Wheel and Caterpillar, must drive trucks. Contact:

H. V. Petersen, Gen. Mgr., or Boots Cutler, Con. Mgr.
Pope County Fair, Russellville, Ark., this week; Pine Bluff Fair to follow.

PIERCE GREATER SHOWS

SNEEDVILLE, TENN., Sept. 8-13

CONCESSIONS: Small Cookhouse or Sit-Down Grab, Ball Games, Fishpond, Balloon Darts, Age and Scales, Popcorn, Apples, Bingo, all Hanky Panks open. Come on, will place you. SHOWS: Ten-in-One, Snake, Monkey and clean Girl Show with own equipment. Committee money only. RIDE HELP: Foremen for Tilt and #5 Wheel, Second Men on all Rides. Must be able to drive semis. Drunks and agitators, can't use you. Salary no object to reliable men. Out all year around. Address all mail and wires to

R. M. PIERCE, Sneedville, Tenn., this week

ATTENTION, CONCESSIONAIRES

HAVE YOU BEEN WORKING ALL SEASON JUST TO PAY HIGH PRIVILEGE? THEN BOOK WITH

OZARK EMPIRE SHOWS

ALL HANKY PANKS $15.00 PER WEEK—FAIRS & STILL DATES ALL SAME PRICE.

CAN PLACE GIRL SHOW AND SNAKE SHOW. ALSO WANT OCTOPUS AND TILT. CAN USE HELP ON BINGO. HAROLD, COME ON, BALLOON DARTS OPEN. We hold contracts for the top spots in the Cotton Country. Berryville, Ark., County Fair, Sept. 8-13; Harrison, Ark., County Fair, Sept. 15-20; Imboden, Ark., County Fair, Sept. 22-27; then to the Cotton Country!
Contact MANAGER, OZARK EMPIRE SHOWS, Berryville, Ark.

WANTED
C. A. STEPHENS SHOWS

For Blue Ridge Fair, Boone, N. C., followed by Twin-County Fair, Athens, Tenn.
CONCESSIONS: All those working for stock. Custard open. SHOWS: Mechanical City and Monkey Show. Bob Randl wants Magician, Fire Eater and useful Sideshow People. Want Girls for Jig Show. Rudine Alfredo and Freddie Myres, write.
DUNGANNON, VA., THIS WEEK.

BUFF HOTTLE SHOWS

WANT

Concessions that work for stock—especially to start St. Mary's Parish Fair, Franklin, La., Sept. 17th. (L. T. Lee can use Photos there and for balance of season.) SHOWS: Any Show not conflicting with Girl, Snake and Sideshow. Especially want Funhouse and Monkey Show. Want Motordrome (Curley, contact Leo Bistany). RIDES: Two Kid Rides and Pony Ride for Franklin and Thibodaux, La. Will book Coaster, Looper, Rockoplane, Spitfire to start Covington or Oberlin, La., week Sept. 22nd. (Ted Tackett and Luckie with Kid Rides, contact.) Llewelyn Knight can use Kid Rides Franklin and Thibodaux and Pony Ride balance season. Want Ride Men who can drive trucks and stay sober. Out until Nov. 1st. Leo Bistany wants two P.C. Dealers for Pea Pool and Over and Under, lady dealers preferred; also want Swinger Outfit that will follow orders; also Agents for Count and Peek Stores, especially Agents who have worked for me before. Our complete route in August 23rd issue of Billboard. Free gate at all Louisiana Fairs.

BUFF HOTTLE, Mgr. KENNETT, MO., Now LEO BISTANY, Bus. Mgr.

CONCESSIONAIRES

Legitimate only, open midway, for Oklahoma's best Free Fairs, Stillwater, Okla., Sept. 16-20; Okmulgee, Okla., Fair, Sept. 23-27. Be on fair grounds or wire for space. Exclusive has been sold on Popcorn, Snow, Cotton, Cookhouse and Bingo. All other Concessions open. Shows with own equipment, we will book you. Help: Want Foremen and Second Men, must drive. We pay highest salaries.

F. C. Bogle Shows, Inc.
McAlester, Okla., Free Fair this week.

HUTCHENS MODERN MUSEUM WANTS

TO JOIN AT MIAMI, OKLA., FOR A LONG FAIR SEASON IN TEXAS.
Annex Attraction, Knife Act, Juggler, Fire Eater. Girls for Blade Box and Bally. One Ticket Seller who can drive International Truck. Top salaries. Drunks, save your time and mine, for you won't last here. Can also use good Musical or other Acts. Need Lecturer who can sell show. Want Mind Reader.
Answer: JOHN T. HUTCHENS
c/o Alamo Exposition Shows
Miami, Okla., this week; Denison, Texas, next week.

WANT WANT

For eight bonafide Fairs—Closing Tallahassee, Fla., Nov. 1. Book any Major Ride not conflicting. Start Decatur, Ala., Sept. 15. Want Shows that do not conflict. Due to disappointment, will book Motordrome to join Decatur, Ala., Sept. 15. Contact as per route: Heflin, Ala., Sept. 8-13; Decatur, Ala., Sept. 15-20; Decatur, Ga., Sept. 22-27.

LEE AMUSEMENT COMPANY
N. L. CRESON, Owner

BINGO HELP

WANTED

Experienced Caller and Counter Men; good pay for balance of season. Also want to buy Bingo. Wire

BILL STACEY
c/o Blue Ribbon Shows
Paragould, Ark., this week

CAVALCADE OF AMUSEMENTS

Tennessee State Fair, Nashville, Tenn., September 15-20

Can place legitimate Concessions of all kinds. Want high-class Talker for Girl Show. Also two Polers for Train.
Address:
AL WAGNER, Mgr.
Nashville, Tenn., Sept. 8-20.

THANK YOU
L. P. BRADY
Owner & Mgr., United States Shows
Best of luck with your new Roadmaster Buick.
JOHNNY CANOLE
CANOLE BUICK
Monessen, Pa., Phone 937.
Altoona, Pa., Phone 9347.

DUDE BREWER WANTS

BUCKET AGENTS AND OVER TWELVE
Dave, can use you.
c/o JOHNNY'S UNITED SHOWS
Centerville, Tenn., this week; Jackson, Tenn., next; all Fairs.

#12 ELI WHEEL

FOR SALE

Good condition. Reason for selling; have two. Can be seen in operation as follows: Hobart, Okla., Sept. 8-13; Shamrock, Tex., Sept 15-20. Price $2500.00.

OKLAHOMA EXPOSITION SHOWS

CONCESSIONS WANTED

28TH ANNUAL ITALIAN FEAST

Playing on the streets of Joliet, Ill. Sept 16-21 incl. Want Hanky Panks, High Striker. Call Esterbrook 8-1043, or Wellington 5-6107, or write N. ARONER, 4628 W. Lexington, Chicago, or book on grounds Sept. 15.

HARRISON GREATER SHOWS

Want for Chatham County Fair, Sept. 15-20; Pittsboro, N. C.; followed by Danville Colored Fair, Danville, Va., Sept. 22-27; then the Big One-Durham County Colored Fair, Sept. 29-Oct. 4, Durham, N. C., with seven more Fairs to follow in the heart of Tobacco Belt.

Can place Concessions of all kind, no exclusive, at our Fairs. Eating and Drinking Stands all open. Want Novelties, Photo, Custard, Ice Cream, Snow Ball, Age and Scale, Glass Pitch; everything open. Good opening for two Mitt Camps. Will book Spitfire, No. 5 or 10 Eli Wheel, Flyoplane or Little Dipper for balance of season. Good opening for one or set of Kiddie Rides for balance of season. Will book any worth-while Show or Fun House. Good opening for two Colored Girl Shows with own outfits for these dates. Want Rolloplane and Chairplane Foremen, top salary and bonus; Second Man on all Roller Rides and Semi Drivers. Long season south. This show is positively out until the first week in December. Want sensational Free Act for balance of season to join on wire. Zadu wants Annex Attraction. Robert Terrell wants Musicians and Performers for Minstrel Show and Colored Girls for Girl Show; salary out of office. Want Skillo and Razzle Agents and one Line-Up Store Man for office-owned Concessions. Contact

JACK LANCE or FRANK HARRISON
All mail and wires to FRANK HARRISON, Selma, N. C., this week; then as per route.

Wilson Greater Show

Wants for the HOLBROOK, ARIZ., FAIR and Balance of Season, Including ELOY FIREMEN'S CELEBRATION, Oct. 6-12; COOLIDGE J C CELEBRATION, Oct. 18-26

Stock Concessions of all kinds. Agents for Floss and Snow. Judge Kastel can place Agents. Ride Help who can drive. Shows with own transportation. Will book any major Ride that doesn't conflict. Prefer Octopus or Spitfire. Will sell exclusive on Novelty.

All replies
LLOYD WILSON, Holbrook, Ariz.

WANT FOR

PONTOTOC COUNTY FAIR, PONTOTOC, MISS., SEPT. 16-20,
WITH ABERDEEN AND NEW ALBANY, MISS., FAIRS TO FOLLOW

CONCESSIONS: Cookhouse, Grab, Scales, Age, Novelties, Jewelry, Ball Games and Hanky Panks of all kinds, $36.50. Wire deposit for all locations.
SHOWS: Jig Shows, Girl Shows, Side Show and any Grind Shows.
RIDES: Will book Ferris Wheel, Tilt-a-Whirl, Rolloplane and Little Train.
RIDE HELP: Foremen and Second Men for office rides. Truck Mechanic for small fleet. Must have tools and be first class and not afraid to work. Long season.
All replies to
E. L. YOUNG, MGR., STERLING CROWN SHOWS
Portageville, Mo.

WANT — CONCESSIONS — WANT

HOCKING CO. FAIR, LOGAN, OHIO, SEPT. 17-21

Want Games, Novelties, etc. No Eats, Drinks or Confections. Also can place straight sales items.
Do not sell Logan Fair short. New management and a Sunday Fair, plus great local interest, should improve same immensely.

FALL FESTIVAL & CENTENNIAL, CORBIN, KY., SEPT. 23-27 INCLUSIVE

Everything open. This is on the streets, right downtown. Can place Eats, Drinks, Novelties, Sales, Games, etc. Write—wire—phone

GOODING AMUSEMENT CO.
1300 NORTON AVE. UNiversity 1193 COLUMBUS 8, OHIO

NEED IMMEDIATELY • OUTSTANDING FREE ACT
FOR GREGG COUNTY FAIR—LONGVIEW, TEXAS

• ONE WEEK • SEPT. 29 TO OCT. 4 •

Good Money for Only One Performance a Day!
TELL US WHAT YOU GOT AND HOW MUCH YOU WANT!
Call or wire FRANK H. SLADE • Phone Longview 1266

Greater Midway Shows and Central Amuse. Co. #2

Want for Stantonsburg, N. C., Fair, Sept. 15-20

Few more Stock Concessions. SHOWS: Have complete outfit for Girl Show. Want Grind Shows of any kind. Can place one more Major Ride. Ferris Wheel preferred. Six more Fairs to follow, then all winter in Florida.

All address Frank Dickerson
Rim City, N. C., this week; Stantonsburg, N. C., next week.

STOCK TICKETS

One Roll	$ 1.50
Five Rolls	4.55
Ten Rolls	8.50
100 Rolls	40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
THE TOLEDO TICKET CO.
3965 Catawba St.
Toledo 12, Ohio

Roll or Machine

SPECIAL PRINTED
Cash With Order. Prices

2,000	$ 6.90
4,000	7.90
6,000	8.70
8,000	9.60
10,000	10.50
30,000	15.55
50,000	20.50
100,000	33.00
500,000	133.00
1,000,000	250.00

Double Coupon, Double Price

YES ... NEVER BEFORE SO FAST A SELLER

Miss Glamour
4-PIECE
Jewelry Ensemble

Only $2.50 ea. set

RETAILS $19.95 . . . AND WORTH IT

★ A TEMPLE EXCLUSIVE

Ladies' handbag alone is worth much more than you pay for entire set.

superb, highest quality, guerenteed jewelry . . . no slum, no paste, no glue . . . mastercrafted for highest consumer appeal.

Magnificent chain and dress pin (can be used as necklace or brooch). Matching earrings. Aglow with hand-pronged brilliant, simulated diamonds and imported rhinestones. Hand polished back and front in durable, tarnish-proof Hamilton gold tone. Handsomely gift boxed in tortoise shell plastic carry-all bag with chain, which milady will be proud to use when jewelry is removed. An amazing value.

DROP IN TO SEE OUR ENLARGED SHOWROOM WHEN IN PHILADELPHIA

Minimum order $20.00. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

Write Today for . . .
TEMPLE'S New 1952-'53 CATALOG
52 pages of astounding values, beautifully illustrated. A wonderful source for all your premium and gift needs.

TEMPLE COMPANY, INC.
708 Sansom Street
Philadelphia 6, Pa.
MArket 7-8242

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS . . . Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum $3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: $1 a line—Minimum $6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ANOTHER GREAT GAG OFFER—ADLIB Collection, $2; Novelty Stag Lines, $2; Hotel Monolog, $2; 100 Hecklers, $1; six Parodies, $1; ordered together, $5. Dime brings lists. George Schindler, 1613 E. 29 St., Brooklyn 29, N. Y.

COMICS! THIS IS IT! "SENATOR WINDbag." The greatest laugh packed eight-minute political monolog riot ever written! Can't miss. Get those laughs! Rush $5 now "Hollywood Writers," 7315 Sunset Blvd., Hollywood 46, Calif. se13

YOUR ADVERTISEMENT DISPLAYED

in a space such as this will do a terrific selling job for you.

See PAGE 46 for convenient order form

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, $2; add $1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

SING — MAUR'S "LIBERTY BELL." Copies. Grimes Music, Shubert Building, Philadelphia, Pa. oc4

SINGERS AND MUSICIANS — PIANO VOcals, orchestrations, band scores; school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. oc4

AGENTS & DISTRIBUTORS

A FREE CATALOG WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc., from big cut-rate wholesalers since 1918. Mills Sales Co., 26 W 23rd St., New York tf

AGENTS — ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample, with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB6, Albany, N. Y. se13

ALLIGATOR GRAIN BILLFOLDS—REAL handsome number; removable pass case, secret pocket, brown or tan; $5 dozen postpaid; boxed, $5.50; two beautiful samples, $1. Crescant Sales Co., 150-B Broadway, N.Y.C.

AMAZING TALKING CHRISTMAS CARDS—Sell your friends, make easy money Sample with particulars, 25¢. Shafer Co., Box 723, Kansas City 10, Mo. se13

BEST SOURCE FOR BALL POINT PENS. Top quality. Lowest prices. Two samples 25¢. B & C Jobbers, 534 Orchard St., Toledo, Ohio. se20

BIGGER PROFITS—SELL KOEHLER BUSIness Signs; over 1500 varieties; free catalog; 15 samples, $1 postpaid. Koehler, 335 Goetz, Lemay 23, Mo. se27

CLIP COMBS — HEAVY WEIGHT, ASsorted colors; 100 Cards, twelve, $20; Sample Card, postpaid, 30¢. Carleton House (BB), Texas City, Tex. se13

COMIC POST CARDS—NEW GAGS, BRILliant full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, $25 per 1000. Samples, $1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DIE LAUGHING—TONY AT THE BALL game and what he learned about women; sample, 35¢; 3 doz., $5.40. Abbey Specialty, 212 Fifth, Ellwood City, Pa. oc4

EARN 400% SELLING LOW PRICED ATtractive watches. Free salesman's sample Result Sales A, Room 608, 580 Fifth Ave., New York se27

FOOTBALL CONCESSIONAIRES — SELL army surplus Rain Covers; samples, 3 for $1 $7.50 per 100; cash. Charlie White, Fort Oglethorpe, Ga. se27

FOR SALE—ONE ELECTRIC AD CLOCK with carrying case, $45; three Ad Thermometers, $10 each. All brand new. Music Service Co., Box 132, Sioux Falls, S. D.

MORE AGENTS AND SALESMEN

will read

YOUR AD

If you use display type and white space.

Use the convenient order form on page 46

HULA-HULA SHADOW DANCER—VESTpocket fun, fast selling, peppy novelty. Retails 10¢; wholesale, $2 hundred postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn. (BB-6). se20

"I LIKE IKE"; "STEVENSON FOR PRESIdent." Cash in now selling large "Daylow" auto bumper strips of political candidate at fairs, gas stations, news stands. Write Wm. J. Pratt, Cossayuna, N. Y. se13

JOKERS' FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers Eagle Specialty Co., Akron 14, Ohio. se27np

MAKE $300 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 8. no1

MEN, WOMEN—DOUBLE YOUR INCOME selling new craze sweeping country. Good profits; steady repeats. Surprise Specialties, 210-G Fifth Ave., New York 10, N. Y. se27

OVER 100 RED HOT MONEY MAKING Tips for pitchmen, agents, demonstrators, dealers, etc. H. Belfort, 218 W. Jackson, Chicago 6.

PLASTIC LAMINATED AND CARVED gift specialties, costume and religious jewelry. DeMallie Plasticraft, 128 Marion St., Rochester, N. Y.

QUICK EXTRA CASH. SELL AMERICA'S outstanding line of Christmas box assortments and personalized lines—plus hundreds of extra profit items. Monogram Playing Cards, Wedding Invitations, Gift Items, de luxe album of exclusive cards. Nylon Hosiery Write today for 60 free samples in six beautiful portfolios Gift catalog included. Elmcraft Chicago, Dept :1 5930 So Western Ave., Chicago 36, Ill se27

RESURRECTION PLANTS—MIRACLE OF nature. Unique vegetable novelty, opens beautiful green; $20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. oc4

SALESMEN! MAILORDER MEN! GET IN on the Million Dollar Vitamin Market. 8 vitamin, 8 mineral capsules, bottle of 100, $1. Retail value to $7.95. Sold only in dozen lots; cash with order, postpaid. Single lots drop shipped, plus postage. Southwest-International, 9001 Burnett Ave., Sepulveda Station, Los Angeles, Calif.

SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass. se13

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Parodies
- ☐ Agents and Distributors
- ☐ Animals, Birds, Pets
- ☐ Business Opportunities
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food and Drink Concession Supplies
- ☐ Formulas
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions, Books, Cartoons
- ☐ Magical Apparatus
- ☐ Miscellaneous
- ☐ Musical Instruments, Access.
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies and Developing
- ☐ Printing
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Tattooing Supplies
- ☐ Wanted to Buy

3 Indicate below the type of ad you wish:

☐ REGULAR CLASSIFIED AD—15c a word
☐ DISPLAY-CLASSIFIED AD—$1 per agate line (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please insert the above ad in .... issue

☐ I enclose remittance of $......
☐ Please bill me. Name ....
Address ....
City ....State......

BEAUTIFUL CROSS

MIRACLE CROSS
When you place the center to your eye you can see the
LORD'S PRAYER
clearly and distinctly.

RETAILS UP TO $6.95 EACH.

OUR PRICES TALK ! ! !

#999-N Set with 12 brilliant cut-stones, Chain and Cross in beautiful white finish.

$4.25 Doz. | $48.00 Gross

#999-O. Same as above, Chain and Cross, in beautiful gold finish.

$6.00 Doz. | $66.00 Gross

No. 185 Full of Life! Fire! Brilliancy
$3.85 doz.
$45.00 gross

Gold finish. White brilliant center. Red sides.

Please state your business. Deposit with all C.O.D. orders. F.O.B. Providence.

Providence Ring Co.
49 Westminster St., Providence, R. I.

JUST OFF THE PRESS!
NEW CATALOG
for
Engravers • Demonstrators
Fair Workers

WRITE FOR YOUR COPY OF
CATALOG No. 107
Containing complete selection of jewelry especially for the engravers, demonstrator and fair worker.

Also CATALOG No. 56
Contains most everything in merchandise for the jeweler.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE
5 No. Wabash Avenue Chicago 2, Illinois
ALL PHONES: CEntral 6-7966

NEW CATALOG
WRITE FOR COPY

Over 300 pages of general merchandise, jewelry, sporting goods and novelties. State business when writing

SPECIAL
only while they last

FEATHER DRESSED CELLULOID DOLLS

No 7003—7 in. tall not counting feathers ....$8.00 gross

No. 7004—8¾ in. tall not counting feathers ....$14.40 gross

50-cent service charge on orders for less than $3.00. 25% deposit required on C.O.D. orders. All of above plus postage.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

Simulated PEARLS

	DOZ.
1 STRAND	$1.50
2 STRAND	3.00
3 STRAND	4.50
DROP EARRINGS (Asst.)	2.00

25% Deposit, Balance C.O.D.
Closing Out Japanese Glass Animals.
Request Catalog.

ELVEE MANUFACTURING CO.
966 SIXTH AVE. NEW YORK 1
MUrray Hill 6-4177-8

START YOURSELF IN THE WHOLESALE business, full or part time; not much capital needed; stagle product; samples, $1. Holding Wholesele Co., 505 E. Jefferson, Effingham, Ill.

THRILLING OREETING CABDS AND FICtures artistically painted on natural skeleton leaves; assorted samples air mailed, $2. Motiwala, Third Bholwada 38BB, Bombay 2. se27

TROUBLE FREE, CATCHUM ALL, PATented, ever ready, no hurl, simple, efficient, portable Trap. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga.

ANIMALS, BIRDS, PETS

A RETTER PLACE TO BUY THE BEST IN reptiles; over 300 species in stock; shipmenia in streamlined returnable hoxea to save you money; dens or giants; also small animals and snake safe insect spray. Contact Gary Garretson, Phono 1180, Rose Allen's Reptila Institute, Silver Springs, Fla.

AAAA SUMMER SPECIALS IN ANIMALS. A good variety of small eage animals at the lowest prices., Chinese Dragons, Tegu Lizards and Bia Boa Constrictors. This week's special: "Baby Cinnamon Ringtail Monkeys, $27.50." Tarpon Zoo, Tarpon Springs, Fla.

CALIFORNIA SEALS, SEA LIONS—WILD ar trained. Wa are main suppliers zoos and circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. oc4

MORE BUYERS

will read your ad if you use

DISPLAY-CLASSIFIED TYPE

Complete information upon request.

CONVENIENT ORDER FORM

on page 46

FOR SEPTEMBER—PORCUPINES, CUTE fellows, live on any vegetation. Make wonderful pets, $10 each. October, November seles; big, fine Northern Bob Cats, $20 esch; Silver Badger, $20 each. Chauncay Groom, Forsyth, Mont.

MEXICAN YOUNG GENTLE BURROS (donkeys), special for children to ride on, $35 esch. Write for full information. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. oc4

SOUTH AMERICAN STOCK—AT LOWEST prices aver. Live delivery kuaranteed. Roas, under 7 ft., $1.50 par ft.; under 10 ft., $8.50 per ft.; Baby Alligators and Iausnas, $15 per dozan; Squirrel Monkeys, 5 for $100; young Cinnamon Ringtails, 8 for $135; 50 per cent deposit required with orders; many other specials; write for priec list. Tropical Hobbyland, 1525 Northwest 27th Ave., Miami, Fla. Largest Importers in the South.

TAME, YOUNG OCELOT; 1952 BEAR Cubs; Monkeys: Rhesus, Spider, Java, Ringtail, African Green; Parrots. Box C-137, c/o The Billboard, Cincinnati 22, O.

BUSINESS OPPORTUNITIES

ADVERTISE BY RADIO WITHOUT RISK! Pay "per order." 400 nationwide broadcasters; Details free! Simon, Suite 111, 48 Fifth Ave., Pelham 65, New York.

BE A JOBBER WITHOUT INVESTMENT, without inventory. Discounts 50% and more, even on small orders. Draw from $250,000 stock. Sell stores, individuals. Profits up to 100%. Terrific line of toys, novelties, jewelry. Free catalog. Modern Merchandise, Dept. 23, 188 W. Madison, Chicago 8, Ill. se27

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KIDDIELAND FOR SALE—9 RIDES, ALL in perfect shape. Fence around park. Buy rides, rent or buy property. Come and see and make your own price. Jo Jo Kiddie Park, Chicago Heights, Ill. se13

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 00 pounds; small investment; free recipes Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

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SILK SCREEN PRINTING

Easy to learn! Operate successful business making signs, 100 other items. Complete course how to make equipment, how to print, how to sell. Low cost. Facts free. Typecrafters, 310-R West Susquehanna, Philadelphia 22, Pa.

SPECIALIZED MAGAZINES COVERING your field will help you to success. Get latest copies thru our Easy-to-Get Acquainted Service. Hundreds of business, trade, professional, educational, farming, pet, sport, hobby, dairying, dental, Diesel, dramatic, drug, electrical, engineering, farm implement, livestock and others covering all interests. Send for list today. It's free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 18, Ind.

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request L. B. Co., 422 N. Seneca St., Wichita 12, Kan. se27

WANT A REAL ACT LEARN GENUINE Mind Reading, the Seneca way. No tricks. Guaranteed; details, 25¢ coin. Clair Britten Houtzdale, Pa. se13

WHERE TO BUY WHOLESALE ELECTRIcal Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise Write Distributors. 130 Broadway, N Y tf

FOOD AND DRINK CONCESSION SUPPLIES

FINE FLAVORS FOR MAKING SNO-CONE or fountain syrups; write for free price lists. Ricks, 608 Dallas Ave., Houston, Tex. se27

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MAchines available from $35; Candy Corn Machines, Peanut Roasters, Krispy Korn, 120 S Halsted, Chicago, Ill. no1

GIRL IN FISH BOWL ILLUSION (LENZ $20), free direction to make. Few 13 ft. unused Round Balloons, $6.50; portable 20x36 ft Ice Rink, used 8 weeks for ice shows, $5200. Home Co., 97 Arch St., Butler, N. J.

MINIATURE STEAM TRAIN—WEIGHT 4 ton; almost new, used in park for transportation and amusement. For particulars write Mrs. F. J. Martin, 146 S. Lemon St., Orange, Calif. se13

POPCORN POPPERS, PEANUT ROASTERS, Caramel Corn Kettles, new and used Gasoline, Gas Burners; Candy Floss; buy, sell, trade. Northside Co., Indianola, Iowa. se20

DID THIS AD ATTRACT YOUR ATTENTION?

It employs the use of display type and white space . . . a sure way to attract more attention to your ads in this column.

For convenient order form

SEE PAGE 46

FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—3,000 REELS; FEAtures, $3 reel; some $3; used Projectors, $150; Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

CROSLEY FIRE TRUCK, HOOK & LADder, used, 4000 miles; stainless steel de luxe, a show piece; rides 20 to 30 children, $1500 cash. Rags McCarier, 30900 Orchard Lake Road, Farmington 4, Mich. Mayfair 6-3633.

FOR SALE—MERRY-GO-ROUND HORSES, cast aluminum. Three different styles; large major horses, two small horses. C. A. Gorae, P. O. Box 27, Azle, Tex. oc4

FOR SALE—ALLAN HERSCHELL LOOPER, in good condition Now operating in our park; $3,750, immediate possession. Griffen Amusement Park, Jacksonville Beach, Fla.

FOR SALE—ALLAN HERSCHELL LITTLE Dipper ride, like new, now operating. Box C-134, care Billboard, Cincinnati 22. O.

FOR SALE—16MM. SOUND FEATURES, also for exchange. Hamilton, 2714 Seevers, Dallas 16, Tex.

YOU CAN EASILY SEE HOW A SPACE LIKE THIS

will enable you to put your selling story over to

BETTER ADVANTAGE

resulting in

BIGGER PROFITS

Use convenient order farm on page 46

FOR SALE—GOOD BUY ON NO. 5 ELI Wheel, good operating condition, now operating. Box C-135, care Billboard, Cincinnati 22, O.

FOR SALE — 1 18 CAR WHIP. COMpletely rebuilt and remodeled this year. Must sell, $3,000, No lumber. C. J. Mancino, 1474 Hylan Blvd., Staten Island 5, N. Y, Phone DO 6-2760.

ILLUSION PLANS—COFFIN BLADE BOX, $5; Headless, $3; Doll House, $3; Spiders, $2; 4 Escapes, $3. Free circular. Brill, Box 875, Peoria, Ill.

KIDDIE FERRIS WHEEL—LOOKS LIKE a big one; regular seats; come and get it; $600. Tennant's Kiddieland, Arnolds Park, Iowa.

LISTING SHOW PROPERTY TO SELL—Agents for carnival equipment everywhere; new or used; our results count. Young's, Box 250, Moravia, N. Y. se20

THEATER CHAIRS, TENTS, DEVRY PROjectors, Folding Chairs, Sidewall, Snokone, Orange Juice Machines, Bleachers. Lone Star Seating Co., P. O. Box 1734, Dallas, Tex.

12 FT. LONG RANGE—CAN BE WIDENED. Moving ducks, moving targets, aluminum alloy 28 ft. sidewalls, five (5) good rifles, factory built on truck with A-1 motor; ready to work. Fast cash sale, $950. Paul Guider, 3507 14th, Detroit, Mich. Telephone Webster 3-1384.

INSTRUCTIONS, BOOKS & CARTOONS

HYPNOTISM—ENTERTAIN WITH HYPnotism! Homestudy course. Diploma awarded. Write The Columbian College, 235-B South Bravard, Suite 10, Charlotte, N. C. se27

NOVELS—LOVE, ROMANCE, MYSTERY, Westerns, other 25¢ sellers; 10 assorted postpaid, 75¢. Farish's, Vicksburg, Miss. se13

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading. Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddhs, Graphology, Magic 144-page illustrated catalog, Buyer's Guide, both 50¢, wholesale. Nelson Enterprises, 336-R. S. High, Columbus, Ohio. oc11

MINDREADING, PUBLICITY, ESCAPES, Books, Formulas, Cards, Drawings. New and used Apparatus. Illustrated list, 30¢. N. Genoves, G.P.O. Box 817, Dept. B, New York 1, N. Y.

YOUR PRODUCTS

end advertising message included in a space like this will

SELL SELL SELL

Use

DISPLAY-CLASSIFIED

style of advertising

SUR MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc11

THE MAGIC HEADQUARTERS FOR AMAtaur or professional magicians, 1001 tricks for pocket, parlor, stage; mindreading and spirit effects. Get lists now. James P. Kane, Box 275, Philadelphia 3, Pa. se27

$12-PAGE CATALOG OF 8,500 TRICKS—Pocket, parlor, stage; Worlds' Finest Magic; send $8 for catalog (refunded first $8 order). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

FOR SALE — LIGHTS; FLOOD, SPOT, Search Also Carbide Floods, Electric Street and Boundary Lights. General War Surplus, 3304 Chouteau, St. Louis, Mo.

ONCE AGAIN, ENJOY SEEING THE Mighty Sheesley Midway. Pictured at the height of its glory in 25 good 3¼x4¼ photograph views, taken at Galveston Nov. 1-7, 1939 Send 25 cents for two sample prints, $2 for the entire set of 25. If not satisfactory, return and get your money back. W. H. R. Jooas, P. O. Box 777, Galveston, Tex.

YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own headline; $ different, $1; not over 36 letters each; headline blanks, $30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. se13

GREATEST EVER!

24 Kt. Pl. Gold "Tiffany Style" Sets

The Most Beautiful Sets Ever Seen at These Unbelievable GIVEAWAY PRICES!

BRAND NEW, STUNNING
RAINBOW OPAL
"SEA-PEARL"

3 PC. NECKLACE & EARRING SET

A choice gift set! Glistening rainbow opal "sea-pearls" dramatically set in 24 kt. pl. gold sunburst . . . highlighted with large multi-facet rhinestones. A real gleaming beauty! Dainty gold-link necklace with safety clasp. A thriller that will really sell!

ALL VITAL STONES HAND-PRONGED

These exclusive sets glisten with a radient beauty . . . enhanced by the sunburst of glittering iridescence.

DOZEN $10.80

Includes $7.95 gold embossed price tags and satin-lined gift box. Sizzling with eye-appeal.

3 Asst. Samples Postpaid $5.00

Center Stones available in six assorted colors.

"STARLIGHT ORIGINAL"

4 PC. GIFT SET

Expansion Bracelet—Necklace—Matching Earrings

Our own Starlight Original, flashing with glamour . . . loaded with Sales Appeal! Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace, safety clasp, with earrings, and matching expansion bracelet. This is a real find in any market . . . ready to go like wildfire.

Complete with gold-embossed $19.95 price tags . . . smartly packaged in a felt-clad box, satin lined. Expansion bracelet on knob-rest display pad . . . an eye-catcher with selling impact!

DOZEN $24.00

4 Asst. Samples Postpaid $10

DAZZLING CREATIONS . . . READY FOR SHIPMENT.
GET READY FOR VOLUME BUSINESS! THESE ARE HOT!
25% deposit with order, balance C.O.D.

Available in opals, cameos, jet onyx, coral rosettes and asst. colors.

ALL VITAL STONES HAND-PRONGED

All merchandise for resale, otherwise add 20% excise tax.

STERLING JEWELERS

44 E. LONG STREET, COLUMBUS, OHIO PHONE: ADAMS 4621 *SEND FOR CATALOG*

"BIG PROFITS!"

From the Complete

CHEWING GUM LINE!

- Callophane Wrapped
- Fresh from the Factory
- All Flavors and Types PLUS Bubble Gums—1¢, 2¢, 5¢ Items!

HALF OF STANDARD BRAND PRICES!

All sizes Ball and Vending Gum, Chicle & Bub-l Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 300 & 240 pieces per lb. Priced 36¢ lb. Chicle type. 31¢ lb Bub-L type

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

EISENHOWER and STEVENSON BUTTONS

Highest Quality Metal Lithograph, Attractive Sepia Brown Finish.

In Lots of	500	1000	5000
1⅛" size	$10.00	$18.50	$17.00 M
1¾" size	15.00	27.50	25.00 M

4 Assorted samples sent postpaid 25¢. Immediate shipment. Send certified check or money order.
25% deposit on C.O.D. shipments.
We can supply all kinds and styles of Political Buttons and Badges.

ACORN BADGE CO.
35 S. Dearborn St., Chicago 3, Illinois

WANT TO MAKE REAL MONEY?

YOU CAN POSITIVELY MAKE $50 A DAY AND UP

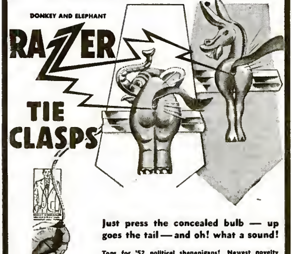
Sell a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sustained by national publicity program.

SAMPLES FURNISHED

UTILITY DURAWEAR CO.
53 W. Jackson Blvd., BB-915, Chi. 4, Ill.

POLITICAL PROFITS!

DONKEY AND ELEPHANT



No. 505 Donkey
No. 506 Elephant

$7.20 DOZEN

Just press the concealed bulb — up goes the tail — and oh! what a sound!

Tops for '52 political shenanigans! Newest novelty sensation! Belly-shakin' way to raze political opponents. Donkey or elephant mounted on gold-colored tie clasp. Rubber tube and bulb hidden in pockets. Press, the tail goes up, emitting an astonishing noise. The novelty natural for election year. Immediate delivery at present—order plenty!

GET YOUR ORDER IN THE MAIL . . . OR ON THE WIRES . . . AT ONCE!
25% Deposit on C.O.D. Orders. On Trial Orders add 40c per doz. to the above for postage.

H. FISHLOVE & CO.

714 N. FRANKLIN STREET CHICAGO 10, ILLINOIS
SINCE 1915—MAKERS OF NOVELTIES THAT AMUSE

NOW IT CAN BE SOLD

ENCHANTE Anniversary CLOCK

A PROVEN MONEY MAKER!

For the first time this international favorite can be yours in the low-price field. It is a beautiful replica of a well-known famous antique. You will be attracted by its sparkle and revolving action. The four-cornered pendulum revolves constantly.

#975 13" High

PRICED FOR FAST TURNOVER— $9.95 Ea. in Doz. Lots

Samples, $12.00 Each

Beautifully designed, all gold plated base and case. Mounted under crystal-clear UNBREAKABLE Styrene dome. UNBELIEVABLE ACCURACY. Powered by dependable and famous United self-starting movement. Satisfaction guaranteed.

25% deposit, bal. C.O.D. If not for resale, add Federal Excise Tax. Catalog sent on request.

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

CARNIVAL AND CIRCUS NOVELTIES

CELLULOID FEATHER DOLLS, With Red Shoes & Hi Hat:		
4 Inch	Per Gr.	$ 8.75
7 Inch	Per Gr.	16.50
12 Inch	Per Gr.	37.50
15 Inch	Per Dz.	7.50
Lg. Rubber Monkeys	Dz.	3.50
Rubber Animals, Asst.	Dz.	4.50
Rubber Horses, Sm.	Dz.	3.00
Hi-Hat Fur Monkeys:		
7 Inch	Gr.	$ 9.00
12 Inch	Gr.	18.00
12 Inch	Gr.	28.00
7 In. Fez	Gr.	9.00
10 In.	Gr.	14.40
12 In. W/Pipe	Dz.	4.50
15 In. W/Pipe	Dz.	6.00
Swagger Canes, Lancaster	Gr.	$ 9.76
R.W.B. Batons	Gr.	16.50
Sm. Bamboo Canes	Per M	17.50
Med. Bamboo Canes	Gr.	14.40
Maple Parade Canes	Dz.	3.50
Lash Whips	Gr.	15.55
R.W.B. Parasols	Dz.	3.75
Rayon	Dz.	6.00
Hurricane Lamps	Dz.	15.00
Flower Girl Dolls ... Ea. $3.00;	Dz.	33.00
Lg. Sitting Dolls ... Ea. $3.00;	Dz.	33.00

BEARS, ALL SIZES; LEIS, GLASS, SLUM, LIGHTERS, PEN SETS, KNIVES, GLASS WARE.

25% Deposit on All C.O.D. Orders.

BUY IN OKLAHOMA—FAST SHIPMENTS—SAVE ON FREIGHT

M. G. NOVELTY CO.
19 S. WALKER STREET OKLAHOMA CITY 2, OKLA.
PHONE: 3-5884 WIRE—CALL

pierce World Famous 17J

WATCHES and Ensembles

An outstanding line priced to give you fast sales action.

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Write for Details and Illustrated Catalog.

PIERCE WATCH CO., INC.
22 West 48th St., New York 19, N. Y.
PLaza 7-0733

$6.60 Dz. Send for $6.60 Dz.

FREE CATALOG

of our complete Jewelry line $6.60 Dz. & Up. 25% dep., bal C.O.D.

David Feldman, Inc.
59 Canal St New York 13

WATCHES
Bulova—Elgin—Benrus
Waltham—Swiss
Expertly Reconditioned. Send for FREE Catalog.
PLYMOUTH JEWELRY CO.
Dept. B, 163 Canal St., New York 13, N. Y.

SWEEPING THE COUNTRY

A "HIT" NOVELTY FOR AGENTS, SALESMEN, RETAILERS

- A regulation colorfully designed sock with standard snap-lock frame.
- A hilarious laugh provoker at parties, clubs, etc.
- Ideal for conventions, demonstrators.
- The novelty rage for young and old.
- Serves a practical use in inviting money saving.
- Individually cellophane packaged in small folded size.

60¢ Each

ORDER NOW— At $7.20 doz. in gross lots—$6.50 a doz. Open account 1% 10 days to rated accounts; unrated orders 25% deposit, balance c.o.d., f.o.b. Chicago.

CHARMS & CAIN 407 So. Dearborn St. Dept. D Chicago 5, Ill.

GENUINE **ALLIGATOR HANDBAGS**
Cuba Products

1 Doz. Assd. #2500. Med. Size. Per Doz.	$81.00
1 Doz. Assd. #2600, Larger Size Per Doz.	93.00

Terms: Cash on Hand NOW
CASPER'S GATOR JUNGLE
P. O. Box 720 St. Augustine, Fla.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—MAHOGANY SPINET HAMMOND Organ, perfect condition, used 3 months, $995 cash. C. H. Tothill, Youngstown, N. Y.

PARTNERS WANTED

PATENTED, TROUBLE FREE, CATCHUM all, every ready, simple, efficient, portable trap; partners wanted. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga.

PERSONALS

MR. AND MRS. LEROY PALMER, WILMA Wolff Earl or anyone knowing their whereabouts please notify. Charles in serious trouble; needs you. Write or call 21 W. Washington, Belleville, Ill., or call Goodfellow 3201, St. Louis, Mo.

MRS. DELL JOHNSON—HAVE OFFER IN Oregon; call your husband concerning your daughters. Ashmore, Ill.

$25 REWARD FOR INFORMATION AS TO the whereabouts of Paul J. Osborne, Advance Agent for shows. Notify J. B. Jordan, P. O. Box 326, Abilene, Texas. Phone 21860.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS Direct Positive Cameras, Paper, Chemicals, Mounts; Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin Ave., St. Louis 6, Mo. oc25

COPIED—ENLARGED FROM PHOTO, 5x7 or 8x10, $1; beautifully colored, $1 additional. Original returned unharmed. Johnson, Box 1635, Washington, D C. se27

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP paper chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N Cleveland Ave., Chicago Ill tf

DIRECT POSITIVE OPERATORS — ALL supplies needed. Cameras and complete outfits. Prompt service. Lone Star Photo Supply Co., 2405 Elm, Dallas, Tex. oc25

YOU CAN EASILY SEE HOW A SPACE LIKE THIS

will enable you to put your selling story over to

BETTER ADVANTAGE

resulting in

BIGGER PROFITS

Complete information on page 46

DIRECT POSITIVE OPERATORS — JUST off the press, a brand new illustrated catalog. New ideas in comic foregrounds and backgrounds. Full line Eastman Chemicals and paper. Write for catalog. Hanley Photo Supply Co., 212 E. 10th, Kansas City 6, Mo. se27

LOW COST PHOTOMOUNTS — DIRECT from manufacturer; 3x5 gray folders, $3/100; 3x5 maroon, deckled-edge, $3.80/100. Equally low priced 2x3, 3x4, 5x7, 8x10, etc. Free samples; 1,000 lots cheaper. All prices subject to discount, f.o.b. here. Penn Photomounts, Glenolden, Pa. se27

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N Cleveland Ave., Chicago, Ill. tf

SHOW PEOPLE! YES, YOU CAN BUY other D.P. Cameras, but you are buying nothing but headache. For the best and most dependable service buy Piedmont D.P. Cameras. Piedmont Camera Co., 425 S. Worth St., Burlington, N. C. Phone 62701. oc4

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y se27

PRINTING

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, $2.95; 1,000 Bond Letterheads, $5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. se20

DAY-GLO STICK-ON BUMPER STRIPS—4½x16½; one hundred, $18; cash with order. Special prices larger quantities. Durham Display Studios, Durham, N. C. se20

EXCELLENT BUSINESS CARDS WITH simulated engraved printing will be a distinct asset in your public relations; $4 per 1,000 postpaid. Heinz Stade, 750 Melrose, New York 56, N. Y. se20

FAST SERVICE, LOWEST PRICES—100 three-color 14x22 Window Cards, $8; 17x26 size, $12.50. Tribune Press, Earl Park, Ind. oc4

INCREASED RESULTS FROM ADVERTISEMENTS

by using display type and white space to attract attention

Convenient order form on PAGE 46

LITHOGRAPHING—TOP QUALITY WORK. Send sample or sketch for quotations; 5,000 6½x11 with photographic copy, $25. Kitterman Lithographing, Aurora, Mo. se27

POST CARDS PRINTED FROM YOUR photos; 2,000, $19; hundreds of different general scenes; your city-State imprinted and 500 cuties and comics free. Mayrose Co., 623 Chandler, Linden, N. J. np

SHOW STATIONERY AND POSTERS, LETterheads, Business Cards, Ad Cards. Exclusive 2-color line; free samples. W. J. Kuterbach, P. O. Box 664, Pottstown, Pa.

200 LETTERHEADS AND ENVELOPES, $3.50; 5 lines copy, black or blue ink; samples, stamp. Mello Press, 767-B Leith, Flint 5, Mich. se20

WINDOW CARDS—14x22 AND 11x14 THE Bell Press, Winton, Pa. se13

150 8½x6½ LETTERHEADS AND 150 6¾ Envelopes, $2; 500 of each, $4.75 postpaid; 24 hour service. Catalpa Press, 5519 N. Clark, Chicago 40, Ill.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. B 109, New York 11, N. Y. se27

FIGHTING COCKS—FEATHERED ROOSTers; they jump, peck, scratch, shuffle and flutter; all with the twist of your wrist; its new; it's sensational; gathers crowds; immediate interest; sure sales; sample pair, $1 postpaid; dozen lot prices available. Charles Stuiken, Box 65, Wake Village, Texarkana, Tex. oc4

LOOK! LOOK! LOOK!
For only $6 you can use a space like this and increase the effectiveness of your ad.
on page 46

IMPORTER OF UNUSUAL MULTI-COLored incandescent Bulbs in fancy shapes such as Lanterns, Grapes, Roses, etc., wants Sales Representation. Exclusive territory; commission. Write Box C-133, c/o The Billboard, Cincinnati 22, Ohio.

SCENERY & BANNERS

NIEMAN CARNIVAL CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. se13

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. Richard S., write or phone your mother oc11

TATTOOER WANTED—BEST LOCATION in Southwest; thousands of service men and not a tattooer here. Come on. Play-Mart, 1111 Main St., Fort Worth, Tex. se20

WANTED TO BUY

A GROWN OSTRICH—STATE PRICE, AGE and weight. Please contact me at once. Wiley McCray, Briscoe, Tex.

AUCTION HOUSE WANTS MERCHANDISE. Large sales. Phone 86591, Sioux Falls, S. D., or write 417 East 14th. se20

FULL CHROMATIC SET OF ORGAN Chimes, set of Musical Bells (with handles). Give full details and price. George C. Wheeler, c/o The Billboard Pub. Co., St. Louis, Mo.

GOOD USED 30-50 LB. POTATO PEELER; also Five Gallon Mills or Emery Thompson Freezer; preferably in N. Y. area. A. Shaw, 61-41 Saunders St., Rego Park, L. I., N. Y.

GOOD USED TWO OR THREE ABREAST Merry-Go-Round, must be in good condition and a reasonable price. Howard Hawkins, Wardensville, W. Va.

HI-DIVE TOWER WANTED—GOOD CONdition; easy portable; reasonably priced; send photo and sketch. Carl V. Johnson, c/o Littlefield, Garberville, Calif.

ICE RINK EQUIPMENT

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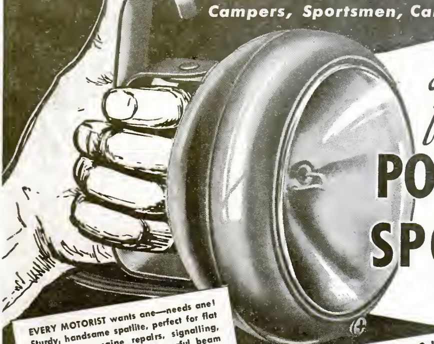

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Mdse. Topics

Pittsburgh

Milton D. Myer Company reports big sales on their Chinese lamps which retail at $4.95. Aluminum goods have also been going well at bingo games, the firm reports. . . . **Incrocci Novelties Company** reports an increasing number of orders for luxury merchandise for fairs in the Ohio and Indiana areas. Orders have picked up considerably since the termination of the steel strike, a company spokesman reports.

From All Around

B. Moliwala, Bombay, India, is offering a line of "Pipal Picture" greeting cards, hand-painted on holy pipal skeleton leaves and made in 100 designs and three sizes. . . . Latest item offered the trade by **Robel Sales Corporation**, New York, is a silverware combination consisting of a complete service for six in "Fortune" pattern, silverware chest and a pair of silver-plated salt and pepper shakers—all made in the United States. The firm offers the combination to dealers at $5 per set. . . . **A. N. McCreight Products**, Du Bois, Pa., announces its new Tie-Vue neckware case, a transparent plastic case for traveling bag, bureau or office desk which holds 10 ties, plainly visible, and keeps them neatly pressed and clean. One tie at a time may be taken from the case without disturing the others. The product is manufactured to retail at $2.50. . . . **Kozak Auto Dry Wash**, Batavia, N. Y., manufacturer of a cloth that gives your car a dry wash, eliminating use of water and at the same time giving the car a polish, announces a new product, Sham-Et, a chemically treated substitute chamois that is said to absorb more water than a real chamois. The firm recommends it for those who wish to wet wash their cars.

A new, smartly styled cellophane tape dispenser for home or desk is announced by Northmore's, Highland Park, Ill. Called Tommy Taper, new accessory is cylindrical in shape, 2 inches high, 2⅛ inches in diameter at the top and has a flanged base 2½ inches in diameter. It is constructed of plastic, beautifully finished, and is available in deep maroon, dark green or bronze. Extending 1⅛ inches from the side of the dispenser is a curved metal strip, one inch in width, and equipped with a saw-tooth edge. The cellophane tape is thus drawn from a corresponding slot in the cylinder and desired lengths may be torn off as needed. The top is dished so as to accommodate a supply of paper clips, rubber bands, etc., and the unit is heavy enough to serve as an ideal paperweight. The dispenser, which keeps cellophane tape neat and at your fingertips, comes loaded with a 150-inch roll of ¾-inch cellophane tape, ready for use. Refilling is accomplished in a jiffy. Refills are available at $1 postpaid for four rolls.

Retail price, including cellophane roll, is $1 postpaid.

Rum and Maple Tobacco Corporation, New York, is marketing Presidential cigarettes. The packs of 20 cigarettes are of conventional size and cover both candidates individually. One pack has a photo of General Eisenhower, with the slogan "I Like Ike," and the other has a photo of Governor Stevenson with the slogan "Stevenson for President." Each cigarette has imprinted on it the individual candidate's name. The fags are packed in attractive, eye-catching red, white and blue cartons, and the packs themselves are done up in the same motiff. The firm reports that initial tests have shown favorable reaction. The Presidential cigarettes will be sold in leading chain and independent stores from coast to coast, the firm announces.

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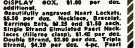

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Beautifully engraved Heart Lockets, $5.50 per doz. Necklace, Bracelet, Earrings Sets, $2.25 and $1.50 each. Single Strand Simulated Pearl Necklaces (filigree clasp), $1.45 per doz. Double Strand, $2.80 per doz. Triple Strand, $4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, $1.40 and $2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, $2.00 and $2.75 each. Jewelry Sets (in jewel box), $2.25 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, $2.50 per doz., $3.55 and $6.00 per doz. Adjustable Ladies' Rhinestone Rings, $3.50 per doz. MANY OTHER ITEMS . . . SEND FOR NEW ENLARGED 1952-'53 CATALOGUE!

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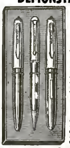

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NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

"LITTLE ATOM"

ACTUAL SIZE

WORLD'S SMALLEST PISTOL

Shoots Blank Cartridges — Terrific Bang! Dealers Report Terrific Profits!!! Standard Model (above) retails $1.95 ea. complete. Dealers' $12.00 dz. Deluxe Model, Western Style. Pearl Handle Grips (not shown) retails $2.95 ea. complete. Dealers' $18.00 dz. PACKED 1 DZ. TO CARD. NO LESS SOLD. If not available through your wholesaler, write

G&S Mfg. Co. Dept. B Nashville 3, Tenn.

SALESMEN · DISTRIBUTORS

"FLY-BYE" kills insects automatically. Big profits

Now . . . say good-bye . . . to Flies, Mosquitoes, Moths, Roaches, Ants, and other flying and crawling insects . . . with the amazingly sensational "FLY-BYE" Electric Insect-Killing Vaporizer.

Beautifully attractive portable wall fixture . . . using an ordinary light bulb . . . vaporizes powerful non-toxic chemical. Needs no installation . . . complete with cord and plug.

Hundreds of testimonial letters prove this method automatically solves the pest problems. Continuous operation controls areas up to 15,000 cubic feet. Smaller areas require less operating time. Commission 40%. Salesman's sample $6.00. ORDER TODAY.

ONLY $9.95

— GENERAL MFG. & DISTR. CO. —
2 Box A Quincy, Michigan

☐ My check or money order enclosed (postpaid)
☐ Send C.O.D. I will pay cost plus postage.

NAME________
STREET________
CITY________ ZONE____ STATE____

POST CARDS BY ELMER ANDERSON

53 Snappy Numbers in Full Color!

Many choice territories open for Jobbers and Distributors.

Write for our new catalog

H. K. KITTRELL CO., Inc.
Box 142 Waterloo, Iowa

TV is ALL of SHOWBUSINESS — Only THE BILLBOARD covers ALL of SHOWBUSINESS

Imported Swiss Stop CHRONOGRAPH with 2 Push Buttons

Gross Lots $2.98 ea.

Lots of 12. . . . $3.25 ea.
Lots of 6. . . . 3.35 ea.

Just Arrived! Highly Polished (very shiny).
14 KT. GOLD PLATED, 75¢ extra.
RS-8 simulated diamonds & 4 rubies, 75¢ extra.
4 Hand Extra Minute Counter, 60¢ extra.
Independent Movement — sweephand stops while watch runs, 40¢ extra.
Banded, boxed and guaranteed, 40¢ extra.
New illustrated catalog available.
10% Dep. on C.O.D.'s — non-rated firms.
On orders under 6 watches add $1.50 ea.

SARO WATCH B-5th Floor
37 W. 47th St., N. Y. LU 2-3206

Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Helvenston, Mrs. James, 20¢
Ingle, Fred E., 40¢
Lee, Miller (License Plate) 20¢
Shaffer, Harry—Book, 5¢

Aaronson, Joan
Abbott, Red (Judy)
Adams, Bonnie & Jimmie
Adams, Dewey P.
Adams, Wm. P
A'land Maurice
Allegretti, Frank
Allen, Cecil
Allen, Robt.
Anderson, Sia
Ansher, Joe
Archer, L. D.
Artz, Rufus Allen
Audis, R Q
Bailey, Don C.
Barbetta, Jos. C. (Rusty, the Clown)
Baron, Sol
Barron Freddie
Bass, Clarence
Bastedo, Neil
Boys, Dick
Benoor, Nick
Bennett, J. C. (Mount Airy)
Berall, Bonnie
Biddle, Melville L
Birdsall, Geo.
Bishop, Irene
Bistany, Leo
Blankenship, Mrs. Doris
Blevine, Carter R
Bluesielo, Morris Shorty
Born, Henery (Crip)
Boatwright, Bruce
Bond Albert
Brafford, Enoch O.
Boraia, Joe
Bottom, John F.
Bowen, Mrs. Roy
Bradley Lea
Brannon, Pat
Brantly, Mack & Mrs.
Bratcher, Chas. O.
Brauneteen, Ben
Brenneman, N. C
Brink, Mrs. Floyd
Brooks, Geo. H.
Broome, E. (Knoxville)
Brown, Elwood W
Brown, Gilmae
Burleson, Madam
Butts, Paul B
Bybee, James H
Bynum, Doc James L.
Caldwall, J. T. (Heavy) & Mrs.
Capell, Mrs. N. N. "Doc"
Caple, Chester
Carpanter, Frank V.
Carr, Chas. (Blackie)
Carr, D. F.
Carr, Mrs. Eva Jones
Carroll, S J
Carroll, Tommy
Carroll, Tommy "Curley"
Carson, Rhea
Cartor, Paul
Casey, Ed
Castleberry A.
Castlereigh, C. A
Caughman, Priscilla
Chsney, Paula
Chapman, Lena
Chastain, Mrs William
Christensen, Geo
Christeneen Mrs. Geo.
Christianson, Kenny
Christo, Leo
Christo, Tom
Christy, Capt. Eugene
Church, Cpl. Chris L.
Cibull, Gertrude
Clark, Ed & Frances (Clark's Bears)
Clark, Fenely
Clark, Jack
Clark, John
Clayton, Raymond & Mrs.
Clayton, Mrs. Sam
Claaton, Johnny (Calif. Johnny)
Clemene D J (Dick Joe)
Coats, Ruth
Cochran Roscoe
Coe, Carlton
Coe Wm (Bill)
Cohen, Mrs. Harry
Cole, Mrs. John L. "Lulu Belle"
Comer, Gypsy Tommy
Conway, J. J.
Cooper, Neah
Corbett, Gerald
Coren, Sam
Corey, Bernard
Cotton, James Ray
Covinglen Dors
Cowsert, Carl
Cox, Ernest
Crawford, Geo. (Shawn)
Crawford, Robt. & Mrs.
Crawfords Musical, The
Crowell H C
Cussin, Bob
Cummings Cever
Cutlip, Mrs. Mary
Czinki, Steve
Dalley Mrs Jackie Campbell
Dainty, Francis
Danovitch Dan
Darpel, Mrs. Mabel
Daugherty Mary
Davenport, Tommie & Mrs.
Davenport Wm I & Mrs.
Davidson, J. E.
Davis, Al (Railroad Man)
Davis Han E
Davis, Mary Ann
Davison, Mrs Vickie
Day, Andy
De... ...
DeWayne, Ted (Troupe)
DeWees R Dean
DeWitt, Ted
DeWald, Freida
Desro, Bert & Corrine
Decker, Harry
Delaney Joyce
Demetro Mrs D
Dennis, Ted
Dentinger, F. & Augie
Dill, Thelma
Dionne, Ed
Dixon, Earl (Nig)
Dolling, Miss Bobby
Donahue Don G
Donmeyar, Mrs. Helen
Donnelly, Russell
Donnini, Don
Donovan, Mrs. Bob
Douglas, Carolyn
Drew, H. D.
Driskill, Joe (Great Drisco)
Dundee, Johnnie
Eddington, Mytria Virginia
Edmonson, Harry W.
Edwards & Lawton
Egan, Mrs. A. (Steel City Shows)
Elki-Oor, Prince
Ellis, Claude "Jimmie"
Ellis, Ray Orville
Ely, James
Entry, Chas. H.
Ephriam, Peter Joe
Ethridge J W & Mrs
Etinger, Johnny H
Evans, Mrs. Anna
Evans, Bob & Mrs.
Evans, Mrs. Levonda
Fannessy, J. R
Fisher, Graham Trio
Fisher, Buddy
Fitzgerald, Eddie & Iva Lee
Folk Celebration Show
Followell Roland Erne
Ford, Grady
Ford, Neil
Foa, Harriet Metchee
Fox Norwood ...
Francis, Dave
Frazer Art
Frazlar, J. M.
Frederick, Alonzo G.
Freeman, Doris
Gainer, W. L.
Gardeo, Wm. (Garden Bros.' Circus)
Gardner, Bill
Gardner, M H. Bill
Garrison, Wayne
Gasca, Mike
Gauvreau, Delphis B.
Gaze, Mrs. Ruby
George, Frank
Geraghty, Wm. P.
Gibson, L. S. & Mrs. (Steel's Attractions)
Gidaro, Joe
Gilbert, Irvin
Gilley, R. E. & Mrs.
Goodman, Sparkplug
Goodwin, Mike
Gould, Charlie & Mrs.
Gowen, James B
Grauman Saul
Graves, Mr. Dorel
Gray, Herman C.
Green, James Calvin
Green, Marshal
Green, Nicholas
Grunert, Fred
Guastella, Carl
Gunter, Bill
Hall, Mrs. Juanita
Hamilton, L H. & Mrs.
Hamling, V. E. & Mrs.
Hammond, Harry
Hancock, Bill
Hanasterfer, Allan
Hanson Al
Hardy, Bob
Harris, Al A.
Harris, Jeff R
Harris, Harry
Harris, Henry Albert
Harris, Roy H
Harrison, James
Hartzel, Harry
Harvey, L H (Former Owner of Hotel Huron)
Hasson, Claude & Velma
Hayes, Wm. J
Hazelwood, Mrs. Beryl
Heiman, Peggy
Helme, James
Hendrix, Cecil
Hennessy, Russell
Henry, Chas.
Hightower, B. D
Hightower, Robt. or Betsy Ross
Hill, Dan
Hoeflich, Lawrence J. (Snuffy)
Holbrook, W. R.
Holland, E. C (Tenn.)
Howard, Harry E.
Hudson, Bill & Mrs.
Hudson Robt C & Mrs.
Hudson Mrs Robt E
Hunting Mrs Helen
Jackson, OJA Sib
Jacob Mrs Oen
James, Jimmie C.
James John Chester
James, Robt Wm
James, Sam & Mrs
Jamison, Frank S
Jellison, F H
Jennings, Frank
Jividon, Paul
Jober, Stanley
Johnson, Bill M. C.
Johnson Charlie W
Johnson Gene (Serpentina)
Johnson, Gee.
Johnson, Harry Lee & Mrs.
Jones, Wauna Darrell
Jouron Henry ...
Judy R F
Kaplan Mrs ...
Keating, Babe
Keeler Elsie
Kelley J J 'Nooknose'
Kelley, Loyd
Kelly George
Kennedy Mrs Jack
Kennedy, Tom
Kester, N. E & Mrs.
Kilman Robert
King, Hazel
Kirkendall, Erie
Klein John F
Kline, Charles & Peggy
Kooo ...
Krumbacker, Norman
LaBarie, B.-A. J. Barry
LaRoy Harry & Marie
La Zellae, Aerial
Lamb Bernice
Lambert, Constance E.
Laurel, Bunny
Leboeuf, Ovila
Lecardo Nick
Lester, Esther
Lewis Freddie (SASSO)
Lewiston, Harry
Lines, W. J
Linkhurst, Chuck & Mrs.
Little, Grace & Rosie (Sisters)
Littlefield, Norman & Mrs.
Lloyd, Eugene
Lockabey, Marion Beal
Lockey, Haskell
Loller, Roy E.
Lombardali, Herman & M.
Lowanda, Oscar
Lumley, J. P.
Mac Knight, Bill
McAllistar, Norman Francis
McAninch, Mrs. Olive
McCoy Mrs Jania Guyer
McCoy, John P A.
McDaniel, Forest D.
McGill, Leo E.
McGovern, Roy Dale
McHenry, Mrs. Eleanor
McLaughlin, W. A.-Marie J.
McSpadden, John B.
McTeague Sr., Edmund
Mace, Herby
Madison, James
Magroot, Madeline (Mickey)
Mahs, G. L. & E.
Mamas, Leo
Mangus, C.
Marinda, Carlos
Marion, J. J.
Marks, Mrs. Pearl
Marshall, Frank "Tex"
Martin, Ben (Martin's United Shows)
Martin, Kurt
Martin, Sam R & J.
Martinkus, Jack
Mason, John
Ma...on James
Maynard, Edward C.
Mehl, Tom & Mrs.
Mercy, Alexander
Mercy, Ginger
Miller, Earl & Mrs. (Billy)
Miller, Fred W.
Miller, L. J.
Miller, Ralph Arnold
Miller, Rough
Millett, Bernice
Milliken, Slim & Mrs.
Mitchell, E. W
Mia, Art
Moody, Andrew
Mooney, Joe
Moore, Jerry
Moore, L. M.
Morris Jo Bernie (Miss)
Morris, Robert F
Mulline, Billy K.
Mulvey, Leo
Nazarechuk, N. & H.
Necessary, Charles T.
Neese, H. C. (Pete)
Newman, Sol & Mrs.
Newman, Wayne (Circus)
Nicholas, Steve
Noble, Mrs. Forrest V.
Novak, Matthew J.
Nuno, Mrs. Bonnie
O'Brien, James
O'Donnell, James A.
O'Rara, Steven R
O'Neil, Chubby
Olson, C J
Paige, Dixie
Parham, J. E.
Paulus, Mrs. Frances
Paulue, Paul & Mrs.
Pawling, John
Peppers, Frank W.
Phelan, Peter
Phillips, Wm. & Mrs.
Phipps, J S.
Phipps, Thomas
Pinkelton, Earl
Pitkin, Charley
Plotnik, Gena
Pohl, Jack T.
Pollack, Mrs. Hy
Popkin, Hyman
Porter, J R
Posey, Jake
Potter, Northam S
Pratt, Stephen A
Priester C E
Propst, Dr. C. B.
Pruitt Dorrel ...
Psaurodakes, Nellie
Puoch, Richard T & Mrs.
Purkey Iva M
Puteett, Wayne & Mrs.
Ramsey Dan R
Raybuck, Mrs. Verna
Raymer, Ford E
Re... Michael J
Reap, Mary
Reed, Fred-Dorinda
Reed, James A.
Reed, John (Gadsten) & Mrs.
Rehbinder, Lea M
Relley, Ward
Renner, Dorothy
Renton, Chuck
Richards Lloyd
Richsen Joe Lewis
Risch, Gerald
Roberts Jack & Vida
Robinson, Joseph E
Robinson, Robert C. & Mrs.
Rogers, Betty N.
Rogers, Bill & Mrs. (Claude)
Rogers, Mrs. H V
Rollins, Tea
Rooke, Violette
Rork, Bobby
Rose, Jack
Roth, Chas. & Mrs
Roth, Joseph
Roth, L. E
Rowman, Lillian B
Safko, Alea
Sakobie, Mrs James
Sanders, Mrs C N
San Fratello, J. G. & Mrs.
Saunders, O. B.
Sawyer, Mrs. Fred
Scott, Mrs. B. M. "Babe"
Scott, Mary
Scott, Mrs. Nina
Scott, Wiley B
Secor, Freddy
Segars, H. Cain
Shaffer, Ann
Shamshak, Nick
Sharpe, Homer & Mrs.
Sheehan, Jr., George W
Sheeley, Kenneth
Sherron, Jerome K.
Sickels, Willard
Skroumbeles, Andy (or Bellow)
Slaughter, Kenneth & Mrs.
Smallwood, Bruce (Curly)
Smith, Pat & Skeed (Wire)
Smith, William "Buck"
Sornsen, C. H.
Sornsen, Ida
Sowden, Jack
Spalding, Ralph E
Spillman, Doo
Spring, Tony
Sprouse, Elmer
Stanley, Gus M.
Stanley, Steve
Stanlay, W. O.
Starr, W. B. (Bill)
Sterling, Allan (Singer Pianist)
Stevens, Bob (Barnum)
Stevens, George M.
Stevens, Shirley
Stoley, Vincent
Stone, Al
Striegel, Robert Paul
Strom, Peter
Stutz, Bob & Mrs.
Suber, M H. & Mrs
Tanner, Jess L
Tate, Lester O.
Telesco, Victor
Terry, Charles
Troy, Marvin
Thomas, Miss Gerry
Thomason, Carl F
Thomoson Henry Myles
Timmons, Ernest
Tobell, Mr (VFW 101 Club)
Townsend, Mrs. Salley
Turk, Wayne
Turner Clarence "Hol Pane"
Turner, John B.
Tuttle, Charles T
Tuttle Jr Robt Vira
Utah Expo Shows
Van Ness, Kenny
Valentine, Bill (Flying La-Vals)
Villenpenteaua, William H
Vincent, Frank
Viney, Gilbert (Sammie)
Vivona Morris J
Vorn, James G
Waaee, Jimmie
Wagner, Mrs. Al
Walker Mrs Estella
Wall, John Aloyious
Wallace Ira Kelley
Ward, Victor Elmer
Weakley, Charles H
Weber, John
Webster, Fred (Lone Star Shows)
Weideman, Arthur
Welsh, Mrs. Lester
Wendol, John
Westfall, Lemar
Western, Pete
Wheelock, Mrs Lenne M
Wheelock, Ray
Whyte Marjorie R
Wilde, Carl F
Wilkens M J
Williams, Mrs. Billy
Williams, Eva M.
Williams, Harry G
Williams, Joe
Williams, W. H "Fathead"
Williamson, Al
Wilson Erby
Wilson, Gilbert "Dime"
Wilson, Harry
Wilson, Samuel
Winchester, J. A
Winn, Steve
Winters C L
Woeckener, Joseph J
Woods, Bryan
Woods Mrs Rosa Lee
Worfel, Roy W
Wyatt, Rowana
Yamada, George
Yancey Beeman
Younger, Edyth
Zinao James

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y

Allen, Robert
Brewster, Charles
Clarkson, Robert
Connolly, John
Cook, Frank
De Franco, Buddy
Fisher, Melvin
Frank, John
Friday, Paul Patrick
Fuller (Ming Toy) Marion
Gardeo (Frenchy) Narle
Gilbert, George
Roxie, Bill
Norsley, Edwina
Hubbard, Harkin & Skeele
Illion, Narry
Keller, Millie
Lorraine, Blanche
O'Hara, Patrica
Rifkin, Sidney
Rosenfeld, Jimmie Lou
Valors, The

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St
Chicago 1, Ill.

Adams, Eric
Baer, Chester, Bobo
Barie Jr., William N.
Barnett, George P
Derane, C.
Forbes, Doris Marsh
Green, Nat
Griffith, Arnold
Nalstead, Virginia G.
Jaxon, Jay
Lee, Dorie M
Meyer, Helen
Pallenberg Jr., Emil
Pickands, Carl
Redrick, Charles (Spud)
Rinich, Mel
Robinson, Ralph
Waite, Kenneth
Wells, William Narry
Wright, Wilbert, Will
Young, Chick

MAIL ON HAND AT ST LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Evans, Mary Alice, 20¢
Nutchison, A. E., 27¢
Neisler, Emil H., 8¢
Glick, Mrs. Lillian, 15¢
O'Dea, Jimmie, 7¢
Wray, A. W., 8¢

Adams, Oscar
Anniar, Nancela
Armstrong, John
Arnold, Billy Ray
Baker, D. C.
Barie, Clarice
Bazarr Equipment Corp.
Beebe, Raymond Wesley
Benjor, Nick (Bad Eye)
Benliage, Bill
Binz, Mrs. Myrta (Alley Cat)
Bishop, Gerald E.
Blankenship, Bob
Boone, Virgil W.
Boudreau, Kenneth (Chief)
Brasch, Charles
Breeden, Claude M.
Broome Jr., Johnny
Brummitt, Shelby L.
Brundidge, T.
Burge, L.
Caldwell, Edward S.
Canipe, Mrs. Flora
Chapman, Virgil
Cisson, Floyd
Clark, Floyd A.
Coffelt, Geneva Bette
Coloian, Carl A.
Cooke, J. M
Coomes, Lawrence
Conaway, Lewis
Cottrell, Wesley J.
Davis, Mrs. Virginia Mae
Davis, Mrs. N. E.
Davy, Mr. & Mrs. Jack
Dawson, Mrs. Carol Agatha
Dearing, R. E.
Deering, Mr.
Delairney, Dorothy
Diebart, E. F.
Dillon, Dick
Doan, Merle F.
Doer, Marx
Donohue, Daniel
Donovan, Mrs. Bob
Dorrell, James V
Edson, Brad J.
Evans, Mary Alice
Faulkner, Eddie
Fee, Mr. & Mrs. H. W.
Fick, Henry W.
Fisher, Earl
Foster, Bernice
Fraker, Mrs. Chas.
Freeland, Raymond
Freeman, Bunny
Friend, Don
Fortson, J. H.
Gawle, Mr. & Mrs. Walter
Gottsacker, Harry
Gowdy, Pamela
Gravoly, Bernard James
Gray, Edward T
Gulliford, L.
Nall, Ed
Halt, Mr. & Mrs. Louis J.
Nall, Mrs. Ruth
Nampton, Dudley
Narn, D. H.
Harris, Pearl D
Hart, Johnny
Harte, Monica
Naubach, Bill
Hauser, August
Neilman, Elwood C.
Neyer, Bill
Nitl, Betty
Hnckley, N. V.
Nobbe, Mrs. W. H
Nowe, C. J.
Huland, B. C.
Irby, Jack
Jack, William E.
Jennings, Maurina
Johnson, Ray
Johnson, Walter
Johnston, Punkin
Kelley, A. M.
Kelly, Gene
King, Martin
King, Mary
Kropp, Paul M.
Kunda, Arthur B.
LaBauve, Lawrence
Larabees, The
Leavitt, M.
Lee, Clara
Lewis, Sam
Linnermann, George
Leazdon, Billy
McComas, I. S.
McConnell, Kennth H.
McDermett, William
McHenry, Mrs. L. C.
McKabe, Raymond (Big Mack)
McSparren, Wm.
Miller, Carl
Miller, Fred
Miller, John
Mitchell, Ray
Morgan, Tod
Myers, Ralph
Naismyth, Thomas Brown
Newbald, George Walter
Neyland, Mrs. N. A.
Nicholas, John
O'Dea, Jimmie
Osborn, Mr. & Mrs. P. L.
Parks, Ray
Patrick, T. W.
Patterson, J. C.
Payne, John E.
Paxton, Catherine
Pance, Joe
Perry, Bob
Perry, Dalton W.
Pierce, Weodell
Pilger, W. L.
Rawlings, Mrs. Lorette M.
Ramsey, Mark T.
Reed, James
Reesen, Carol J.
Reese, Joanne
Reeves, Charles E.
Reevoe, Pat
Richardson, Joe
Ridings, W. T.
Robinson, O. B. (Bob)
Robitellle, Armond E.
Rosenfelt, Janet & Anita
Ruddy, George
Ruscitto, Emil B.
Sandusky, A. D.
Sayrs, Mrs. Mary
Scherman, Art (Lucky)
Schneckloth, Harry
Screbneff, William
Shanteau, C. Earl
Shields, Ronald Max
Shipley, Leonard L
Sholders, Charles
Simons, Peter
Siegrist, Joe
Smart, Walter Elwin
Smith, Robert Lewis
Snyder, Bobby E.
Stacy, Juanite
Stacy, W. A.
Slanko, Thomas
Starnes, L. M.
Stephenson, W. P.
Stevens, Edwin
Stevenson, Leslie H.
Stout, L. J.
Studyvin, Harry Leonard
Sulton, Brad & Evelyn
Swank, Harry
Taylor, Bonnie
Thompson, James
Tubbs, Eddie
Turouh, Mr. & Mrs. Julius
Vaeulka, Frank
Vortroee, Mrs. J. H.
Vincent, Jack
Vommero, Albert John
Wadsworth, Harold V.
Wagoner, Rudy
Webb, Mary
Wecker, Boote
Whatley, B. F.
Williams, Mrs. Ruby
Williams, Mr. & Mrs. Willard
Wilson, Harvey S.
Wilson, Sandra
Winters, James A.
Womack, Douglas & Jewett C.
Worfel, Roy W.
Wuetherick, Mr. & Mrs. John

CARNIVALS! CONCESSIONS!

32" RAYON PLUSH BEAR $24 $22.50 in six dozen lots

36" CLOWN, RAYON CLOTH. Pressed face—$21 doz. In gross lots $18.50
15x8" RAYON CLOTH CLOWN. Pressed face. FREE cellophane bags. Dozen $7.20. In six dozen lots .... $6.?5
30" Highest Quality PLUSH BEAR. Cotton stuffed, plastic nose and mouth. $36.00 dozen. In six dozen lots .... $34.5?
9" PLUSH SCOTTY Asstd. Colors. $6.50 doz. In gross lots. $6.0?
24" Brother & Sister CLOWNS, rayon cloth. $11.40 dozen. In six dozen lots .... 10.8?
20" Big BABY BEAR, rayon plush $12 dozen In six dozen lots .... $11.4?

SAMPLE ASSORTMENT 18 PIECES FOR $17.25
dozen 15x8" Clowns & 1 each of all other flashy sellers!

FOR N.Y.C 25% dep., COD if not rated. To receive FREE Catalog you must state nature of your business.

ACE TOY MFG. CO.
122 West 27 St New York 1, N. Y

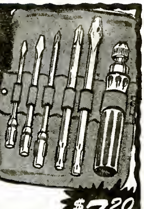
Sell Ultra-Blue SIGNS
$7 BRINGS BACK $55

100 Signs, 7"x11", $7 (Cash With Order)
Rake in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store — large or small—in big town or small city. More than 2000 different, snappy
COMEDY, GENERAL, RELIGIOUS SLOGANS
Marvelous full or spare time money-maker
OR SEND ONLY $1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!
15 Samples Ultra-Blue Store Signs, 7x11 $1.00
15 Samples Ultra-Blue Relig's Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 697 New York 3, N. Y.

SOUVENIR DECALS
2-3 Weeks' Delivery
TRAVEL DECALS
All 48 States carried in stock. Write for samples and quotations
A. J. WILDMAN & SON, Mfrs.
139 W. 19th St. New York 11, N. Y

5 in 1 SCREWDRIVER KIT!



EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel.
Comes complete with plastic pouch.
Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

$7.20 PER DOZ.

CASH IN NOW!
Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered. CASH IN NOW

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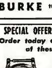

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Pipes for Pitchmen

By BILL BAKER

JACK MALES . . .
is reported to be working a lot in Corpus Christi, Tex., to good business after being in ill health for several months.

R. B. CUNNINGHAM . . .
is still in Robstown, Tex., where, he says, be experienced a severe hot summer. He adds, however, that the area had wonderful cotton crops and that pitchmen and sheet writers have been hitting the jackpot there on Saturdays.

HENRY H. VARNER . . .
cards from Akron that his vacation is ended and that he's looking forward to viewing the Summit County Fair to be held at Summit Beach Park in the Ohio city.

SHUFFLIN' SAM'S . . .
med show has been rolling along to better-than-average business since early July despite the fact that its skipper, Billy Beam, entered Veterans' Hospital, Muskogee, Okla., and has been confined there since the first week in July. He expects to be discharged this month, however. In his absence, show has been managed by Chief Thunder Cloud and Ethel Beam and is getting its share of business on its tour of Tennessee and Northern Georgia. Harry Day continues to handle concessions and reports indicate that the show's tips have been good.

Continue to live in the past and your usefulness is gone.

LET'S HAVE SOME . . .
pipes here from Sid Givot, Irvin Goldstein, C. B. Pearson, Mildred Beatty, Chief Gray Fox, Jakie Hellman, George Durst, Audley (Woody) Woodall, Ted Brown, Bob and Elsie Hartford, Harry Flack, Don Bergheim, Cap Linn, Charley Hudson, Art Nelson, Earle Patrick, Earle Hawkins, Tommy Cooper, Doc W. H. Hazlett, Jim Stutz, Sailor Jim White, Neil Gallaghan, L. B. Tucker, J. B. Roach, Marcia and Glenn Hosberg, John Gauer, Graveyard Collins, Count Kenner, John Palmer, Mike Halperin, Frankie Smith, Doc Lee, Jack Rubin, John Lynn, Jim Wicker, Chuck Foster, Bob Petrie, Kitty House and George Hedone.

Now's the time to begin planning for your winter itinerary.

"PLATO TELLS US . . .
that 'true, unselfish friendship is more precious than gold.' I can now back him up in that statement and here's why," letters D. E. (Doc) Wood, veteran pitchman, from his home at 1194 Coker Street, Memphis. "I suppose that the Supreme Being goes out of His way to watch over ill and destitute pitchmen. I know, because it's true in my case. That's the reason for this letter. It's the only way I can express my deep gratitude and know that it will be read. After an intoxicated driver runs over you and puts you in bed for months and months. Then after 43 operations, loss of a leg at the hip and an arm made up of 12 silver plates and 23 wires plus a ground-down silver dollar for a skull plate, you begin to find out who your real friends are. This is the situation which awaited my wife and me after we sold two homes to pay our enormous hospital and doctor bills. Of course, the intoxicated driver was broke and had no insurance. We came home to three rented rooms and attempted to begin life anew. I'm still confined to bed and will be for another year or so. My wife fared better, however. She is able to be up and around with the support of a spinal brace belt. She sustained two crushed spinal disks. My wife and I had pitched everything from slum to solder in stores and on the streets and you can well imagine how we felt. We had only been home a week when we received a couple of letters, which bore contributions. I don't know how the senders learned of our plight. They bore no return address and were addressed only to 'Doc Wood, pitchman.' The $15 in those envelopes looked like $15,000 to us. I want to sincerely thank those people, whoever they are. Until the time comes when I can show more appreciation than these few lines I want those samaritans to know that God alone knows how much good they are doing when they send such tokens which I know come from the heart."

The pitchman isn't peculiar. He's an individualist.

ZARLINGTON PLAYERS . . .
med show, currently playing Wichita Falls, Tex., has been working to good business and has lost only one night to rain since its opening early in the spring, Landrus, the magician, advises. Landrus also has completed a new brochure which he plans to begin sending out to school superintendents thruout the country soon. "We move into Childress, Tex., following our local stand which marked our second appearance in Wichita Falls this season," Landrus pens. "Dr. H. F. Zarlington does his own lecturing, while his son, Dean, manages the concession trailer. Line-up also includes Toni and Tex Franklin, Smokey Burt Leslie, Louise and Joseph Martin and Frances Scott. Recent visitors included Dr. N. F. Tate, Babe and Dan Sherwin, John T. Holt, Jim T. McWhorter."

An unshaven blade worker is a perfect example of the fellow who doesn't believe in the product he's pitching.

THIS CORNER . . .
was never intended to be the oracle for airing personal grievances. It never will be. One communication received last week might just as well have gone unwritten. Count some of your own faults before attempting to run down one of your co-workers.

NOW IS THE . . .
time to begin digging for those Dixie dollars, isn't it?

You'll find that the pitchmen who "get all the breaks" have been preparing long years to be ready when the opportunity comes.

YOU'LL FIND . . .
that the smart operator never hangs onto an item that is not fit to pitch.

BOB SMITH . . .
has completed plans to work the bean crop territory in Southern Florida in October with a pic show for a lure.

St. Paul 819,015

● *Continued from page 36*

at fair time, the exposition ran as skedded, and in Baldwin's book that's an achievement that must be given consideration.

Swine Show Missed

Another factor in the low attendance figure this year was cancellation of the swine show because of disease sweeping the Northwest. That kept many farmers, who normally would have come to the fair, home.

Then there was the weather. While the first few opening days were unmarred by rain, the threats of downpours were aired by radio and teevee. First rainfall came Friday night (29) during the Barnes-Carruthers' stage show.

Saturday (30) it rained all morning and the motorcycle races had to be cancelled altho the thrill show went on as skedded. The late afternoon drizzle lasted until 8 p.m., just before grandstand revue showtime. The attendance that day was 89,386.

Mercury Dips To 46

On Sunday (31), biggest day of the 1952 fair when 126,599 came thru the gates, it rained. Then on Monday (1), Labor Day closing, the temperature dropped to 54 degrees in the afternoon and went to 46 degrees for grandstand show time in the evening. Attendance on Labor Day was only 67,805. It was the coldest Fair day since 1940 when a 46 degree afternoon reading was recorded.

More figures provided by Baldwin were:

Attendance gross was $351,000 with advance sales yet to be recorded.

The 1951 profit was $132,000.

Attendance in 1951 was 900,399; in 1950, 905,563, the all-time high; in 1949, 830,040; in 1948, 855,000; in 1947, 902,000. Fairs were cancelled in 1946 because of polio and in 1945 because of the war.

Since the 10-day expo went into effect in 1939, the attendance figures have been: 1939—708,000; in 1940—668,000; 1941—762,000; 1942—585,000; 1943—438,000; 1944—416,000.

Save Grandstand Shows

Baldwin said that at least three grandstand shows were "pulled out of the hat" and staged. Instead of waiting until the last minute to decide whether or not to go on with the shows, tickets were sold and grandstand gates thrown open.

"On Saturday, for example, when we had to cancel the motorcycle races because of the muddy track the customers saw that we were at least at work with our big 'cars' trying to get the track into shape. They realized what we were up against," he explained.

During the delays, the free acts and the musicians were sent out on stage to keep the cash customers entertained and amused."

Dollar Tighter

"The tighter dollar played just as important a role in the business sag as anything else," Baldwin further pointed out. "Concessionaires, who have been with us for years, told me that where in the past entire families took in the paid concessions, only one or two kids were given a few nickels to spend while the parents were content to wait outside until their offspring were ready to move on. They said it happened time after time."

The Civil Air Patrol drill competition on the opening Saturday, won by the American team for the first time since its inaugural, proved a hit, Baldwin said. Competing against the Americans was a team of Canadians. The British team, which won the ground drill show last year, cancelled out this time.

Auto Racer Deb Snyder cracked four IMCA records during the Labor Day races.

Another new feature that attracted considerable attention was the plug horse derby, race for farm horses sponsored by the St. Paul Dispatch and Pioneer Press.

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The Billboard

Fall

COIN MACHINE SPECIAL

FEATURING

JUKE BOX PROGRAMING GUIDE

- Fifty pages of helpful information designed to make programing easier, more profitable. Based on a survey of music operators.

MOA CONVENTION

- Music Operators of America holds its annual convention with an exhibit. Time: September 11-13. Place: Morrison Hotel, Chicago.

NEW TRENDS IN GAMES

- Brand new outlets are opening to coin machine operators as games manufacturers bring forth some entirely new concepts in amusement.

NAMA, NABV CONVENTIONS

- National Automatic Merchandising Association and National Association of Bulk Vendors start their annual meetings on September 14.

COIN MACHINES

Brightest Fall Since 1946 Sparks Annual Meetings

● *Continued from page 1*

House, September 14-17; NABV at the Morrison, September 14-16.

Games Humming

The amusement games people held their 1952 convention last February, and plan nothing special for the fall. But that phase of the business is humming again after nearly 20 months in the doldrums.

Traditionally, autumn is a busy time for the entire industry. But this fall opens on a note of optimism unmatched since 1946.

Juke box circles generally agree the phonograph business is in healthier shape today than at any time since 1947. Costs have increased and the profit in a nickel is much smaller than it was five years ago. But the supply of phonographs is in balance with demand and operators are meeting their time-payment installments regularly.

Juke Stability

Just how many dollars are pledged against phonographs is a question no one in the industry can answer, but the amount of juke box financing unquestionably exceeds any previous record. Individual finance companies and distributing organizations, as well as many private banks, hold millions of dollars worth of phonograph paper. The percentage of delinquent accounts is at an all-time low, reflecting the stability of the music business in the face of greatly increased costs.

Since 1947, when the music industry began going downhill as a result of over-production, a revolution in design started by the J. P. Seeburg Corporation brought the 100, 80 and 104 selection phonograph out of the experimental stage and established a new kind of commercial music which today offers the public a much wider choice and the operator a greater potential of plays.

Grosses in automatic merchandising are well above last year, altho net profit is lower as a result of increased costs. Vending machine operators attending the NAMA and NABV conventions can point to a solid period of growth. In a relatively short period, venders have become one of the top three outlets for such diversified products as candy, tobacco, coffee, gum, nuts and soft drinks, and give every indication of becoming volume distributors of milk and ice cream.

Efficient Operation

With most of its equipment located in industrial installations and plant employment bolstered by defense spending which will continue well into 1953, vending's problems this fall and winter will be problems of cost, rather than of sales. Significantly, most of the business sessions at next week's NAMA convention will deal with operating efficiency.

The outlook for amusement games is equally bright. A new crop of arcade-type pieces—especially mechanical horses, midget movies—and, most recently, baseball pitching machines—brought new capital into the games business and opened such new locations as department stores and supermarket groceries.

After the federal government banned the interstate shipment of bell machines in January, 1950, the amusement games industry—both from a lack of really new ideas and from the loss of revenue resulting from the governments action—went into a slump from which it is just now emerging.

Inflation, with its increased costs, will keep the net operating income of all three types of equipment from setting any new records this autumn, But the stability and potential for expansion now enjoyed by the operators of music vending and games place the business on a sounder basis than at any time in the past three years

Williams Reps In Paratrooper First Showings

CHICAGO, Sept. 6.—Paratrooper, a new type five-ball game, is now on display at distributors' headquarters of the Williams Manufacturing Company. It features animated ball action with progressive scoring.

Key to Paratrooper play is a series of four holes near the top of the playfield. When player guides his first ball into top hole, No. 1, a half million points are tallied and the ball jumps to hole No. 2 which lights an upper left hand red bumper and rollover button which advances the Paratrooper manikin on the backglass. The second ball illuminates a yellow bumper and rollover in the upper center playfield and then the two balls advance. The third ball lights a purple bumper and rollover combination and then all three balls advance. At this point the fourth ball put in play hits the head ball into an area called "ball turn" for replays.

Other features of the game include a 1-6 series and three bottom rollovers. When the 1-6 series of lights are blacked out, the two side rollovers, No. 3 and 4, lead to replays. The bottom trio of rollovers come into play when all the paratroopers are down and also result in replays.

Alleged Sneak Shop Head Held

PHILADELPHIA, Sept. 6.—The alleged owner of a sneak bell assembly plant and his mechanic were held here for a court hearing. The men were charged with violating a section of the criminal code banning the manufacture or assembly of any machine for gambling purposes.

Actually, the charge against the men appeared to be technical inasmuch as a search of Pennsylvania statutes revealed no State law prohibiting the sale of the machines.

The plant was raided (The Billboard, Sept. 6) by Chief Inspector George Kronbar after detectives were tipped off about the place while tailing some racket characters.

The alleged plant owner had never been arrested before. He claimed that he had done nothing wrong and that he had abided by a federal law calling for the registration of all deals in bell traffic. The files of the Justice Department revealed that he had registered and had kept the government advised of all his sales.

The FBI entered the picture, seeking to establish whether any of the units have been shipped in interstate commerce. The Internal Revenue Bureau's boys also stepped in to make a check on the tax angles.

GOEBEL RE-ELECTED

Oregon Assn. Eyes Pin Appeal at Annual Meet

PORTLAND, Ore., Sept. 6.—At its annual meeting here this week, the State-wide association, Coin Machine Men of Oregon, re-elected all officers for another year. They are William Goebel, president; Budge Wright, vice-president; Harry Arnsberg, secretary - treasurer, and Al Brown, field secretary.

Discussion by members at the session indicated their concern over the outcome of a Supreme Court appeal filed by the City, seeking a reversal of a Circuit Court decision overruling an ordinance banning pinball games.

Stanley G. Terry and other operators obtained an injunction prohibiting the city from enforcing the ordinance. Terry contended the ordinance conflicted with a State law which licenses amusement games.

Chicago Coin Names Distrib In Md., D. C.

CHICAGO, Sept. 6.—Owners Sam Wolberg and Sam Gensburg announced Thursday (4) that Chicago Coin Machine Company had appointed General Vending Sales Corporation distributor in the Maryland and Washington, D. C., territory.

General Vending Sales has headquarters at Howard and Biddle Streets, Baltimore, and is headed by Irv Blumenfeld, Harry Hoffman and George Goldman.

Chicago Coin now is in production on two shuffle games, 10th Frame Bowler and Match Bowler.

Deliver United Matching Unit

CHICAGO, Sept. 6.—First deliveries on Lite-a-Score, a new matching score conversion for 2, 4 and 5 player Shuffle Alleys, have been started by United Manufacturing Company, Billy DeSelm, sales manager announced.

A compact unit which can be placed just above the backglass section on the game to be converted, Lite-a-Score has a shipping weight of 20 pounds. It measures by 24 by 10 by 9 inches.

With the unit, older shuffle games are brought up-to-date complete with matching score features.

Hope for Rehearing On Wash. Bell Ruling

SPOKANE, Sept. 6.—A heavy revenue loss to governing agencies in the State of Washington will result from a decision of the Supreme Court this week unless the court reconsiders its ruling. In a 7-to-2 decision, the court on Tuesday (2) declared unconstitutional a 1937 State law permitting operation of bell machines in private, non-profit clubs. The ruling was in an action brought by a group of Spokane ministers against the Brotherhood of Friends and appealed by the BOF.

The decision was based on a provision of the State constitution, prohibiting all lotteries. The majority opinion held that the bell machines were mechanical lotteries. The minority opinion stated that purchasing a chance on a lottery was far different than putting a coin in a bell machine.

Joseph L. Thomas, attorney for the BOF, announced that he would file a petition for a rehearing. The ruling would mean that more than 200 non-profit clubs in Washington would have to dispose of their bell machines within 30 days.

The State Tax Commission revealed there were 2835 machines licensed to operate as of July 1. A survey showed revenue from the machines at Federal and State levels had approximated $4,500,000 a year. For the 12 months ended April 30, they paid $3,773,141 in taxes to the State.

Court records showed the BOF had paid the city of Spokane $102,302 in taxes thru February, 1951, Washington State $849,628, and the federal government $28,540 in license fees. The Spokane city auditor said 30-odd clubs paid city taxes of $143,229 last year and that they had paid in $94,166 in the first seven months of this year. On the basis of the 5 per cent tax, the clubs made gross operating profits of $2,864,580 last year, he said.

Previously, the State Supreme Court outlawed pinball machines that paid off. Many of the pinballs were converted to straight amusement play.

BATTER UP

Coin-O Plans First Showing Of Pitch Unit

CHICAGO, Sept. 6.—Coin-O Manufacturing Company, Inc., will hold premier showings of its automatic pitching machine in the Lincoln Room of the Congress Hotel here, September 15-17, President Harry Katz announced. The firm has started production and deliveries will begin around show time.

The Coin-O unit, Bat-o-Mat, introduces several new operator and play appeal features. Foremost among them are two adjustment ideas: it can be set to pitch from one to 50 balls and the speed of the ball may be scientifically varied from 40 to 70 miles an hour.

The Bat-o-Mat will be offered to operators thru distributors either as individual machines or in package form. In the latter Coin-O will give operators a complete layout for outdoor locations. This includes the machines, bleachers for spectators, batting cages and all other items necessary for a representative location.

In addition to Katz, Frank Roelke is a firm principal. Guy Farrell is Coin-O's chief engineer.

Conat Selects Three Distribs For Atomic Jet

NEW YORK, Sept. 6. — Conat Sales Company has announced three new distributors for its Atomic Jet 10-cent play kiddie ride. They are Atlas Novelty Company, 2217 Fifth Avenue, Pittsburgh; Central Music Distributors, 1523 Grand Avenue, Kansas City, Mo., and Redd Distributing Company, Inc., 298 Lincoln Street, Boston.

The Conat firm also says that an improvement has been made on the coin-operated ride. Four handles, two in front and two at the rear, have been added to facilitate moving the unit. When not in use the handles recede into the base.

Ky. Field Reps Set Coin Mach. License Check

FRANKFORT, Ky., Sept. 6.—Field representatives of the Kentucky Department of Revenue have started state-wide checks on both coin machine and location licenses. They should have been renewed July 1.

Nelson Perry, director of the field division, stated the music and vending units require an annual $10 license stamp and must be affixed to each machine. A penalty of an extra 20 per cent for the stamp, plus 6 per cent interest and a fine of from $25 to $500, are specified for failure to obtain a license.

He also pointed out the location license, occupational type, covers restaurants, pool parlors, bowling alleys and related stops. These should have been renewed July 1. Penalty for failure to do so is also 20 per cent, plus a fine from $25 to $200.

LOCATION STUDY

Phil. Coinmen Cites Positive Approach

PHILADELPHIA, Sept. 6.—Operators should use more care and stop trying to line up new locations in a hit or miss fashion, maintains Joseph J. Levin, head of Blue Ribbon Amusement Company.

Levin stressed that operators should analyze potential locations from the angle of profits. He also believes that operators deliver their "pitch" to prospective locations as tho they were witch doctors rather than salesmen.

Levin visits prospective location owners with a well stacked portfolio. It contains pictures of machines to be put on locations, and also gives a break down on costs and the necessary grosses which locations must maintain so that machines can "earn their keep." Levin has found that this type of approach pays off. The location owner gets to understand the operators problems, and he becomes easier to deal with.

Exhibit Names Utah Distrib

CHICAGO, Sept. 6.—Exhibit Supply Company thru Frank Mencuri, sales manager, announced the appointment this week of Western States Distributors as representatives in the Utah territory.

Western States is headed by Bob Knowles and has headquarters at 156 East 3rd Street, South. Exhibit's current production stresses the mechanical horse, Big Bronco, and Super Twin Rotation, a new type shuffle game featuring the use of an optical illusion.

Calendar for Coinmen

September 8—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

September 11-13—Music Operators of America, annual convention and exhibit, Congress Hotel, Chicago.

September 11—Music Operators of Northern Illinois monthly meeting. Site to be announced.

September 14-17—National Automatic Merchandising Association, 1952 convention and exhibit, Palmer House, Chicago.

September 14-16—National Association of Bulk Vendors, annual convention and exhibit, Morrison Hotel, Chicago.

September 26-28—Texas Merchandise Vendors' Association, 1952 convention and exhibit, Adolphus Hotel, Dallas.

September 26-28—Texas Tobacco Distributors, annual convention and exhibit, Adolphus Hotel, Dallas.

MANUFACTURERS DISTRIBUTORS

This up-to-date filing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are accurate. These distributors have been franchised by the manufacturer and authorized to buy at distributor's prices for resale to the operator. The Directory of Distributors is being revised constantly. Omission of any manufacturer's distributors means either a failure to report authorized representatives or inability to release an accurate list because of current changes or additions under way.

Advance Machine Co.

(vending machines)

4641 Ravenswood Ave., Chicago 40

State Distributors:

BALTIMORE—Parkway Machine Corp., 715 Ensor St.
BROOKLYN—J. Schoenbach, 1647 Bedford Ave.
CLEVELAND—Cleveland Coin Machine Exchange, 2021-5 Prospect Ave.
KANSAS CITY, Mo.—Automatic Coin Machine Co., 13 W. Linwood Blvd.
PADUCAH, Ky.—T. O. Thomas Co., 1572 Jefferson St.
PONTIAC, Mich.—Fowler Coin Machine & Distributing Co., 3030 Crooks Rd.

National Distributors:

BOSTON—Tobacco Venders of America, Inc., 88 Broad St. (Cigarette Vender)
DETROIT—Advance Service Co., 3513 14th St. (Toilet Lock)
ELGIN, Ill.—White's Comb Vendor, Inc., 865 Grace St. (Comb Vender)

AMI, Inc.

(juke boxes)

1500 Union Ave., S. E. Grand Rapids 2, Mich.

ALLSTON (BOSTON), Mass.—Redd Distributing Co., Inc., 298 Lincoln St.
ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.
BALTIMORE—Chris Novelty Co., 806 St. Paul St.
BIRMINGHAM—Birmingham Vending Co., 540 Second Ave., N.
BUFFALO—Sheldon Sales, Inc., 861 Main St.
CHARLESTON, W. Va.—Roanoke Vending Machine Exchange, Inc., 116 W. Washington St.
CHICAGO—Automatic Phonograph Distributing Co., 606 N. Milwaukee Ave.
CINCINNATI—Southern Automatic Music Co., 1000 Broadway
CLEVELAND—Cleveland Coin Machine Exchange, Inc., 2021-5 Prospect Ave.
DALLAS—State Music Distributors, Inc., 3100 Main St.
DENVER—Wolf Distributing Co., 8600 W. Colfax
DETROIT—Miller-Newmark Distributing Co., 5743 Orand River Ave.
DURHAM, N. C.—Steel Music Co., 218 E. Parrish St.
FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maumee Ave.
GRAND RAPIDS, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N.W.
HOUSTON—R. Warncke Co., 3445 Leeland
INDIANAPOLIS—Southern Automatic Music Co., 129 W. North St.
JACKSONVILLE, Fla.—Taran Distributing, Inc., 90 Riverside Ave.
LEXINGTON, Ky.—Southern Automatic Music Co., 240 N. Jefferson
LOS ANGELES—The Nickabob Co., 2525 W. Pico Blvd.
LOUISVILLE—Southern Automatic Music Co., 735 S. Brook St.
MEMPHIS—Southern Amusement Co., 626 Madison Ave.
MIAMI—Taran Distributing Co., Inc., 2820 N. W. Seventh Ave.
MILWAUKEE—Paster Distributing Co., 2606 W. Pond du Lac Ave.
MINERAL WELLS, Tex.—Wallace Distributing Co., 205 Northeast First Ave.
NASHVILLE—Hermitage Music Co., 423 Broad St.
NEWARK, N. J.—Runyon Sales Co., of New York, Inc., 123 W. Runyon St.
NEW ORLEANS—Dixie Coin Machine Co., 122 N. Broad St.
NEW YORK—Runyon Sales Co. of New York, Inc., 593 Tenth Ave.
PHILADELPHIA—David Rosen, Inc., 855 N. Broad St.
PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington St.
PITTSBURGH—Banner Specialty Co., 1506 Fifth Ave.
PORTLAND—Western Distributors, Inc., 1226 S.W. 16th St.
ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 3110 Williamson Rd., N.W.
ST. LOUIS—Central Distributors, 2315 Olive St.
ST. PAUL—Paster Distributing Co., 2218 University Ave.
SALT LAKE CITY—Western States Distributors, 156 W. 3d South St.
SAN ANTONIO—R. Warncke Co., 121 Navarro St.
SAN FRANCISCO—Huber Distributing Co., 1118 Howard St.
SEATTLE—Dunis Distributing Co., 100 Elliott St., W.
SPOKANE, Wash.—Dunis Distributing Co., 908 W. Second Ave.
TULSA, Okla.—H. W. Dolph Distributing Co., 712 S. Wheeling Ave.
WEST SPRINGFIELD, Mass.—Redd Distributing Co., Inc., 540 Main St.
WICHITA, Kan.—United Distributors, Inc., 513 E. Central

Foreign Distributors:

CANADA—Alberta Vending Machines, Ltd., 109 7th Ave., E., Calgary, Alta.
CANADA—Allan Pullmer, 30 Buckingham Apts., Broadway Ave., Winnipeg
CANADA—Roxy Specialty Corp., 703 Notre Dame St., W., Montreal
CANADA—Toronto Trading Post., Ltd., 736 Yonge St., Toronto
CUBA—North American Music Co., S. A., Cardenas 209, Havana

Auto-Photo Co.

(photo vending machines)

1444 S. San Pedro St., Los Angeles 15

BALTIMORE—Soleon of Baltimore, 32 Charles St., S.
CHICAGO—Empire Coin Machine Exchange, 1012 Milwaukee Ave.
NEW YORK—Albert Simon, Inc., 567 Tenth Ave.
ST. LOUIS—Universal Distributing Co., 2852 Sidney Ave.
UTICA, N. Y.—E. A. Hanna, Inc., 50 Emerson Ave.

Columbus Vending Co.

(vending machines)

2005-2013 E. Main St., Columbus 9, Ohio

ATLANTA—R. R. Whitehead, 1075 Woodland Ave., S.E.
BALTIMORE—Parkway Machine Co., 715 Ensor St.
BIRMINGHAM—Birmingham Vending Co., 540 Second Ave., N.
CHICAGO—Hecht Nielson, 216 S. Spaulding St.
CINCINNATI—Sicking, Inc., 1401 Central Pkwy.
CLEVELAND—Monroe Coin Machine Exchange, 2423 Payne Ave.
CONIMICUT, R. I.—John Dannin & Son Vending Service, 105 Bellman Ave.
DENVER—Star Vending Co., 510 W. 4th Ave.
DETROIT—Rohr Sales Co., 9854 Twelfth St.
DETROIT—Variety Venders, 11673 Wilfred
FALL RIVER, Mass.—Lavoie & Hillman, Inc., 2 E. Main St.
FAYETTEVILLE, N. C.—Cumberland Coin Machine Exchange, 207 Franklin St.
FORT WORTH—Ranch Girl Candy Co., 2020 Montgomery St.
INDIANAPOLIS—Sicking Co., 927 Fort Wayne Ave.
LOS ANGELES—Sicking Distributing Co., 2833 N. Pico Blvd.
LOUISVILLE—H. M. Branson Distributing Co., 512 S. 2d St.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MINNEAPOLIS—Vendall Co., 410 E. 35th St.
NEWARK, N. J.—Eastern Automatic Mdse. Co., 350 Mulberry St.
NEW YORK—Cameo Vending Co., 432 W. 42d St.
OAKLAND, Calif.—Standard Specialty Co., 5115 E. 14th St.
PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Oarden St.
RICHMOND, Va.—C. W. Hudson, 3024 W. Leigh St.
ROCHESTER, N. Y.—John Goodbody, 72 Van Bergh Ave.

H. C. Evans & Co.

(juke boxes)

1556 W. Carroll Ave., Chicago 7

BALTIMORE—General Music Sales Corp., Biddle and Howard Sts.
CHARLOTTE, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead St.
CHICAGO—Empire Coin Machine Exchange, 1012-14 N. Milwaukee Ave.
CLEVELAND—Lief Music Distributing Co., 1640-42 Payne Ave.
COLUMBIA, S. C.—T. B. Holliday Co., Inc., 727 Main St.
DENVER—Denver Amusement Co., 1665 Arapahoe St.
DETROIT—A. P. Sauve & Son, 7525 Grand River Ave.
HOUSTON—South Coast Amusement Co., 314 E. 11th St.
MIAMI—All Coin Amusements Co., 1303 N. Bayshore Drive
MILWAUKEE—Vice Manhardt Co., Inc., 1705 W. Clyburn St.
PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
ST. PAUL—Automatic Oames Supply Co., 502 University Ave.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SEATTLE—Western Distributors, 3126 Elliott Ave.
WILLIAMSPORT, Pa.—Williamsport Amusement Co., 233 W. Third St.

Foreign Distributors:

CANADA—Regent Vending Machines, Ltd., 779 Bank St., Ottawa
MEXICO—Mills Panoram S. de R. L., Rep. de Chile No. 14, Mexico 1, D. F.
PUERTO RICO—J. Romero Hernandez, 1683 Ponce de Leon Ave., Stop 24½, Santurce, S. J.

Exhibit Supply Co.

(games)

4218-30 W. Lake St., Chicago 24

ALBUQUERQUE, N. M.—Border Sunshine Novelty Co., 2919 N. Fourth St.
ALLSTON, Mass.—Redd Distributing Co., Inc., 298 Lincoln St.
ATLANTA—Variety Distributing Co., 585 Grant St., S. E.
BIRMINGHAM—Birmingham Vending Co., 540 Second Ave., N.
CHICAGO—Empire Coin Machine Exchange, 1014 Milwaukee Ave.
CHICAGO—First Distributors, 1750 W. North Ave.
CINCINNATI—Southern Automatic Music Co., 1000 Broadway
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
COLUMBIA, S. C.—T. B. Holliday Co., 727 Main St.
COLUMBUS, O.—University Coin Machine Exchange, 852 N. High St.
DALLAS—General Distributing Co., 2814 Main St.
DENVER—Modern Distributing Co., 2222 Tejon St.
DES MOINES—Atlas Music Co., 221 Ninth St.
DETROIT—A. P. Sauve & Son Co., 7525 Orand River Ave.
FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maumee Ave.
GRAND RAPIDS, Mich.—Miller-Nemark Co., 42 Fairbanks St., N. W.
INDIANAPOLIS—Southern Automatic Music Co., 129 W. North St.
JACKSONVILLE, Fla.—Bush Distributing Co., 60 Riverside Ave.
KANSAS CITY, Mo.—Uni-Con Distributing Co., 3410 Main St.
LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
LOS ANGELES—Lyn Brown Co., 1909 W. Pico Blvd.
LOUISVILLE—Southern Automatic Music Co., 735 S. Brook St.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MINNEAPOLIS—Lieberman Music Co., 257 Plymouth Ave.
NEW YORK—Mike Munves Corp., 577 10th Ave.
OKLAHOMA CITY—Copeland Distributors, 900 N. Western
PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.
ROSWELL, N. M.—Ginsberg Music Co.
ST. LOUIS—W. B. Distributing Co., 1012 Market St.
SALT LAKE CITY—Dan Stewart Co., 140 E. 2d South St.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SEATTLE—Western Distributors, 3126 Ellitt Ave.
WEST SPRINGFIELD, Mass.—Redd Distributing Co., Inc., 611 Union St.

Foreign Distributors:

CANADA—Alberta Vending Machines, Ltd., 109 Seventh Ave., E., Calgary, Alberta

D. Gottlieb & Co.

1140 N. Koster Ave., Chicago 51

ALBANY, N. Y.—Rex-Bilotta Corp., 1120 Broadway
BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.
BIRMINGHAM—Birmingham Vending Co., 540 Second Ave. N.
BOSTON—Trimount Coin Machine Co., 40 Waltham St.
BUFFALO—Sheldon Sales, Inc., 881 Main St.
CHICAGO—National Coin Machine Exchange, 1411 W. Diversey Pkwy.
CINCINNATI—Southern Automatic Music Co., 228 W. Seventh Ave.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
COLUMBUS, O.—Central Ohio Coin Machine Exchange, 535 S. High St.
DAYTON, O.—Southern Automatic Music Co., 603 Linden Ave.
DENVER—R. F. Jones, 1314 Pearl St.
DETROIT—A. P. Sauve & Son, 7525 Grand River Ave.
FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maumee Ave.
HARTFORD, Conn.—Seaboard New York Corp., 790 Albany
INDIANAPOLIS—Southern Automatic Music Co., 325 Illinois St.
KANSAS CITY, Mo.—W. B. Music Co., 1516 McGee St.
LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
LOS ANGELES—Badger Sales, 2151 W. Pico Blvd.
LOUISVILLE—Southern Automatic Music Co., 824 S. Third St.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MIAMI—All Coin Amusements Co., 1303 N. Bayshore Dr.
MILWAUKEE—S. L. London Music Co., Inc., 5130 Lisbon Ave.
MINNEAPOLIS—Lieberman Music Co., 257 Plymouth Ave., N.
NEWARK, N. J.—Irving Morris, Inc., 56 Frelinghuysen Ave.
NEWARK, N. Y.—Bilotta Distributing Co., 224 W. Main St.
NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.
NEW YORK—Seaboard New York Corp., 583 Tenth Ave.
OKLAHOMA CITY—Culp Music Co., 614 W. Orand Ave.
OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
PHILADELPHIA—Active Amusement Machines Co., 866 N. Broad St.
PITTSBURGH—B. D. Lazar Co., 1655 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1226 S. W. 18th Ave.
ST. LOUIS—Morris Novelty Co., 3007 Olive St.
SALT LAKE CITY—R. F. Jones Co., 127 E. 2d St.
SAN FRANCISCO—Advance Automatic Sales Co., 1550 Howard St.
SEATTLE—Western Distributors, Inc., 3126 Elliott Ave.
SYRACUSE—Rex-Bilotta Corp., 821 S. Salina St.
TULSA, Okla.—Culp Music Co., 1405 E. First St.

Foreign Distributors:

CANADA—Donald Fielding & Co., 587 Bank St., Ottawa
CANADA—Donald Fielding & Co., 1106 Hall Ave., Windsor, Ont.
HAWAII—Service Games, 210 Mokauea, Honolulu

Fred Hebel Corp.

(vending machines)

126 N. Union Ave., Chicago 6

EASTERN STATES—Spacarb, Inc., Stamford, Conn.

MILLS INDUSTRIES, INC.,
(vending machines)
4100 W. Fullerton Ave., Chicago

NEW YORK—Hal R. Meeds, 55 W. 42d St. (Gum Vender)

The Northwestern Corp.

(vending machines)

Morris, Ill.

BALTIMORE—Parkway Machine Corp., 715 Ensor Ave.
BOSTON—Northwestern Sales & Service, 1196 Tremont St.
CHEVY CHASE, Md.—M. E. Maddox, 9204 Kensington Pkwy.
CHICAGO—King & Co., 2700 W. Lake St.
DALLAS—Fisher Brown, 2218 S. Harwood
DES MOINES—Peanut Products Co., 601 Second Ave.
INDIANAPOLIS—Peanut Products Co., 140 W. Vermont St.
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.

(Continued on page 110)

Johnson Bill Leading Trade To New Locations, Design Horizons

By TOM McDONOUGH

TWENTY MONTHS after the blackest day in the history of coin machines—the day the federal government outlawed interstate shipments of bell machines—all segments of the trade have combined to build a new kind of business with new kinds of equipment and, in many instances, new types of locations.

Actually, the industry has gone thru a revolution as a result of the passsage of the so-called Johnson Bill. When President Truman signed the bill into law January 2, 1951, the entire games industry was confused and bewildered and a sizable portion of its potential dollar volume was sealed off.

The initial reaction to the anti-bell machine law was resignation on the part of those whose livelihood was immediately threatened, and jubilation on the part of those firms within the industry which had endorsed the bill.

Mfrs. Reaction

For the manufacturers of bell machines, enactment of the Johnson Bill offered only one conclusion: Shut down or concentrate on building equipment not banned by the act. Some of the best-known firms in the business—like Mills and Jennings—decided to get out of games entirely and turn to other fields.

Some of the bell machine manufacturers unquestionably could have entered the straight amusement games picture, but they seemed to feel the market was not sufficiently large to support additional manufacturers.

The passage of the Johnson Bill had its immediate effects on distributors. No distributor or jobber could ship across State lines except to Nevada where the State Legislature passed a law exempting that State from the provisions of the federal act.

Ops Feel Pinch

Operators, too, felt the pinch since many of the amusement game companies also had bell and related equipment.

For distributors and operators, as well as the manufacturers, the new law meant substantial losses in sales and operating revenue and forced more competition for the straight amusement games business.

With incomes lessened, demand for all types of amusement games dropped off sharply and the decline was reflected in plant production schedules.

This immediate drop caused some factory officials, who had expressed their approval of the Johnson Bill, to wonder whether they had helped create a bigger problem than existed when bell machines were in production. This feeling, incidentally, still exists in the minds of some of the bill's earlier proponents.

$64 Question

The $64 question was this: Every manufacturer of straight amusement games knew that there were times when bell machine earnings financed the purchase of new games. With bell machine earnings largely cut off, would the absence of this source of revenue continue to haunt amusement game sales?

Nearly two years later, most experienced coinmen know they are still feeling direct lossses in amusement games as a result of the bell machine shutdown. But a whole new concept in amusement games is gradually bringing the industry into a strong position.

Shuffle games began the trend. Developed before the passage of the Johnson Bill, the basic idea of shuffle play gave the industry's designers and engineers considerable latitude for refinement and development. They wasted no time coming forth with better versions of the shuffle-bowling principle.

Ponder Games

At the beginning of 1951, the amusement game manufacturers were undecided whether to concentrate on the traditional five-ball game or the newer shuffle units. Most of them, fortunately, kept the best features of each type.

Altho 1951's games were not to set a pattern for the future, they helped the trade immeasurably by offering the public radically different playfields with play based on new principles. The variety was a stimulant, which encouraged some of the plants to approach the designing and merchandising of games from angles never tried before in coin machines.

Starting with the shuffle-bowling games, and continuing today, the industry has displayed a marked trend toward products which formerly seemed "too tame"—the mechanical horses, automatic pitching machines, plane rides, midget movies, golf machines and a host of others still in the embryo stage.

Looking Ahead

The importance of these units may not be fully realized for years to come. But their immediate value is easily assessed. First, they brought in much needed new personnel and new capital to replace the many coinmen who left the business following the enactment of the Johnson Bill. The horses and movie units, especially, attracted new capital and talent, and the automatic pitching machines are expected to do likewise.

The horses and movies also returned another dividend. They made the average citizen, and a host of new locations, coin-machine conscious. Many of the horses went into the traditional stops, such as drugstores. Arcades and transportation terminals. But the vast majority were installed in department stores, supermarkets and other retail outlets, which previously had no coin equipment.

Merchandising these units, of course, is entirely different from merchandising their immediate predecessors in the amusement games field. While they have a good selling point in earning capacity, the clincher is that they help stimulate over-all business.

Pitching Games

Still to get the green light of widespread public acceptance is the pitching machine. Pitching units have been in existence, in one or another form, since the 1920's, but because of their limited promotion, until this year, they never excited great interest.

Pitching machines are rapidly becoming big business now because of a change of scenery.

Realistic Touch

This touch of realism was inspired by the success of golf driving ranges, and many of the owners of pitching units are driving range owners, who have set up a baseball game adjacent their golf establishments. Proof of the real appeal of the baseball machines is the number of men and boys waiting their turn at bat, and the crowds which gather to look on. Many in the crowds of observers wind up in the batting cage themselves.

These new products, and others still to come, may well carry the games industry to new heights of prosperity. They already have proved profitable and demonstrated, once again, that the coin machine industry keeps itself healthy by constantly catering to the changing times.

Miller Sets Up Headquarters For Chi Operator Convention

MOA President Arrives Friday; Confers With Cunliffe on Program

CHICAGO, Sept. 6.—George A. Miller, president of the Music Operators of America, arrived in Chicago Friday (5) to set up his headquarters and take over direction of last minute planning for the MOA convention, which opens Thursday (10) at the Congress Hotel.

Miller conferred Friday afternoon with Ray Cunliffe, Chicago, head of the Automatic Amusement Company and second vice-president of MOA, to settle final details.

Monday Miller was to meet with R. C. Rolfing, president of the Rudolph Wurlitzer Company and the phonograph manufacturers' association, to map the program for a luncheon being given by the manufacturers for the MOA executive board.

Miller said the luncheon would go "a long way toward cementing the friendship and understanding between the two groups." He added that "great appreciation" goes to the manufacturers for their financial support and co-operation which "assures a successful MOA meeting."

Committees Named

The following committees were announced:

General Convention Committee—Miller, chairman; Richard Schneider, Ill., and Cunliffe.

Nominating Committee—Schneider, chairman; Larry Marvin, California; James Tolisano, Conn.; Morris Goldman, Michigan; Harry Snodgrass, N. M.; Jack Cohen, Ohio., and Jack Mulligan, Pennsylvania.

Legislative Committee—Wes Elster, California, chairman; Ben Ginsberg, New Mexico; Al Denver, New York; Howard Ellis, Nebraska; Norman Britz, Montana; Hirsh de La Viez, Washington, D. C., and Tom Winthrow, Texas.

Depreciation Committee—Winthrow, chairman; Cunliffe; Dick Steinberg, New Jersey; Joseph Silla, California and Mulligan.

Membership Committee—Miller, chairman; Denver, Cunliffe, Clint Pierce, Wisconsin; De La Viez, Snodgrass, and Steinberg.

Ticket and Banquet Committee—Silla, chairman, Denver, Schneider, Cunliffe and Pierce.

Miller emphasized that the nominating committee's recommendations would not be binding and that when they are announced at the convention, the meeting would be turned over to nominations from the floor. He also said a strong membership drive would be conducted thruout the convention by the membership committee.

Name Carlson As Comptroller Of Wurlitzer

CHICAGO, Sept. 6 — R. C. Rolfing, president of the Rudolph Wurlitzer Company, announced here this week that Roy W. Carlson, assistant secretary and divisional comptroller of the firm's North Tonawanda, N. Y., division, had been promoted to comptroller.

In his new position, Carlson succeeds the late Ralph E. Walline, former vice-president and comptroller, who died August 21 (The Billboard, September 6). He will have his headquarters in Chicago.

Carlson joined the Wurlitzer organization in November, 1942 by coincidence the same year Walline joined.

Coven Starts Individual Op Service Schools

CHICAGO, Sept. 6.—A series of "personalized" schools for servicemen of individual operators has been started by the Coven Distributing Company, Wurlitzer distributors here.

The classes are held almost daily in a curtained off portion of the Coven showrooms and more than six already have been staged, according to Dave Bender of the firm's sales and advertising staff.

It was felt by Ben Coven, head of the firm, that service instruction would be enhanced by giving personal training to only one operator's servicemen at each session. In the case of small operators, who have only one serviceman or do their own servicing, several are invited at one time.

The firm's new advertising and news sheet, containing merchandising comment by Coven as well as listings of special sales features in machines, records and premiums, was mailed this week.

EDITORIAL

Pulling Together

One of the most encouraging signs for the future of the phonograph business in a long time is the evidence of growing co-operation between the Phonograph Manufacturers' Association and Music Operators of America.

As the operators' group prepares to hold its third annual convention and exhibit in Chicago this week, its officers and directors can report to the membership that manufacturers, distributors and operators pulled together the last 12 months like they have rarely done in the past.

The four members of the manufacturers' association (AMI, Rockola, Seeburg and Wurlitzer) are not going to exhibit their juke boxes at the Congress Hotel during the MOA meeting. But they have done the next best thing: The four made a cash contribution to the MOA treasury as an indication of their belief in what the association aims to accomplish.

New Confidence

As further proof of their new-found confidence in one another, the phonograph makers will have MOA's officers and directors as their guests at a luncheon.

All of this does not mean that the manufacturers have put their unreserved stamp of approval on the operators' organization. The business has too long a history of mutual mistrust between manufacturer and operator for any such rapid change. But the beginnings of a real spirit of co-operation, and mutual confidence, are there.

ASCAP Gets Credit

Strangely enough, no small credit for this closer working relationship ought go to a third outfit generally regarded as an arch enemy in juke box circles. It was ASCAP-sponsored legislation which brought operators and manufacturers into closer contact this past year. The ASCAP battle forcibly reminded the industry's buyers and sellers

The ASCAP threat is as strong today as it was a year ago, and that threat alone will keep PMA and MOA in relatively close contact. Every thinking member of the industry hopes that this co-operation will be extended to other vital problems: To State and local tax matters; to a long-range and effective public relations program for the benefit of the entire industry, and to programing which is the determining factor in an operation's success or failure.

Evans to Debut '100' At MOA Convention

CHICAGO, Sept. 6.—The H. C. Evans Company will display its long awaited 100-selection Century juke box for the first time at the Music Operators of America convention here next week, according to Les Rieck, manager of the phonograph division.

Rieck announced that deliveries of the new model could be expected shortly. Work on the new machine has been proceeding for some time and a pilot model was shown for operator comment at the time of the 1952 Coin Machine Institute show last February.

The display of the new model, as well as all other types of Evans equipment, will be in the Congress Hotel's Park View room for the three days of the convention, Rieck said.

Distributor showings across the country also have been tentatively planned and will be announced shortly, Rieck said. He indicated that final production plans had been worked out and that output would be underway soon.

The Evans company, as at past MOA conventions, will be the only juke box manufacturer exhibiting.

Mfr. Assn. Sets MOA Lunch

CHICAGO, Sept. 6.—Final plans for the luncheon of the Automatic Phonograph Manufacturers' Association for the executive committee of the Music Operators of America the first day of the MOA convention will be completed Monday (8).

George A. Miller, president of the MOA, is to meet with R. C. Rolfing, president of the Rudolph Wurlitzer Company and the APMA, and with Loren Meyer, secretary of the APMA concerning final details for the affair, which will include brief speeches by APMA and MOA spokesmen.

The luncheon has been scheduled for Thursday (11). The exhibit will open at 2 p.m.

OPS GIVE VIEWS

Why Juke Men Should Attend MOA Meeting

CHICAGO, Sept. 6.—Reasons why every juke box operator should attend the Music Operators of America convention were voiced this week by Hirsh de La Viez, treasurer and a director of MOA, and Jack Cohen, president of the Cleveland Phonograph Merchants' Association.

De La Viez said: "With most constructive action toward solving mutual problems coming from the floor at open business meetings or forums, this year's MOA convention has been planned to give the individual operator a greater voice in order to thrash out matters that are the most pertinent to the welfare of all juke box operators."

"This convention," he said, "literally must be 'Operation Workshop' if we are to find practical and tangible answers to many problems with which we are faced."

Operator Problems

The large scale Washington, D. C., operator said the attendance of many music men "will help to multiply the force and effectiveness" of MOA plans. He said the convention "should come up with at least some answers to the problems of operators planning a future course of profit and continued service to the public."

Pointing out that discussion topics include trade practices, ASCAP legislation, merchandising, programing, public relations and dime play, De La Viez said the exchange of ideas and information "would be vital" to all operators.

Cohen cited the importance of the convention from the standpoint of future national legislation which might affect the industry. As an example, he pointed out the attempts earlier this year to pass the Bryson Bill, a measure which would have imposed a performance tax on juke boxes.

Price Waterhouse

Altho Cohen praised the defense put up by MOA officers and operators, he decried the response of operators to the request that they send financial reports to Price Waterhouse & Company, whose analysis of operator incomes had considerable effect in nullifying the Bryson measure.

Cohen said only some 1,700 operators out of the approximately 10,000 in the country responded but that those who did not could "redeem themselves by attending this convention and showing their willingness to co-operate in the future."

"As all know," he said, "ASCAP has made the statement, and has proven by its action, that it will try again to put thru legislation that will be extremely harmful to our industry. It behooves all of us to attend the convention to show our strength and become more solidly united, so that we may be able to present another excellent defense whenever that legislation may be presented before Congress again."

INDIES SIGNING FOR MOA SPACE

WASHINGTON, Sept. 6.—Hirsh de La Viez, national treasurer of the Music Operators of America, indicated this week there was a possibility that more small independent record firms would exhibit at the MOA convention than ever before.

De La Viez said that during a recent trip to New York to contact these firms, three signed for exhibit space. Five others, he said, expressed considerable interest in the convention and there was every indication they too would exhibit.

At previous operator conventions, the independent diskeries usually have preferred to send only representatives.

Atlantic Service School Resumes

NEW YORK, Sept. 6.—Atlantic New York Corporation, Seeburg distributors, resumed sessions of its service school today (6).

Classes will be held at 10 a.m. every Saturday at the company's school hall, 525 West 45th St.

Nebraska Guild Quarterly Meet Set Sept. 20-21

OMAHA, Sept. 6.—The quarterly meeting of the Music Guild of Nebraska will be held September 20-21 at the Stratton Hotel, Grand Island, it was announced this week by Howard Ellis, secretary-treasurer.

Ellis stresssed the importance of the meeting in view of the fact it will follow right after the Music Operators of America convention. A report on the convention will be presented at the meeting.

Reservations for the meeting should be made by contacting C. R. McKee of Mack's Music Service, 117 East Front Street, Grand Island, or the Stratton Hotel.

The program follows much the same pattern as previous meeetings, Ellis said, with the exception that a board of directors meeting will be held this time on the evening of the first day. The program follows:

Saturday, September 20: Registration 6 p.m.,; refreshments 6:30 p.m.; dinner 7:30 p.m. and directors meeting 8:30 p.m. Sunday, September 21: Business meeting 1:30 p.m.; refreshment hour 4:30 p.m.

Billboard to Test Plan To Supply Juke Strips

● *Continued from page 1*

from an expanded weekly field survey by Western Union will be supplied The Billboard's editorial board each Thursday evening from two to three weeks after records have first been released to disk jockeys and the trade. This information, when combined with previous Billboard review ratings, territorial reports, manufacturers' promotion plans and each artist's current popularity rating, will be used by The Billboard's music staff to select the three or four pop records (out of 80 or so released a few weeks before) most likely to become hits. One or two country and western and rhythm and blues records will be picked each week in the same manner. Territorial selections with proper market information will also be included each week.

Thus, operators subscribing to The Billboard's title strip service will receive each week: three or four cards (20 strips of each side) of pop record recommendations, one or two of country and western, one or two of rhythm and blues and an occasional territorial pick. From this limited selection (compared to the 80 or so releases requiring operators' attention now), he can program his jukes with a minimum of effort.

Maybe Color

A decision on whether or not to use colored title strips is still pending. The title strips will be supplied by Yermie Stern but sold and distributed by The Billboard. The Billboard will not be identified on the strips when placed on the juke boxes.

Present planning calls for the test to begin in October. First offerings will be made to operators who currently co-operate with The Billboard on its weekly pop chart surveys. The service will be by subscription only, with prices adjusted according to the number of strips each operator needs for his particular routes. Operators who co-operate on The Billboard's weekly survey will receive substantial discounts from tentative prices set to start at $5 per month for two cards of each record (20 strips for each record side).

You're MORE than WELCOME!

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The Billboard

Juke Box Programing Guide

Annual Juke Box Operator Poll of Artists and Records

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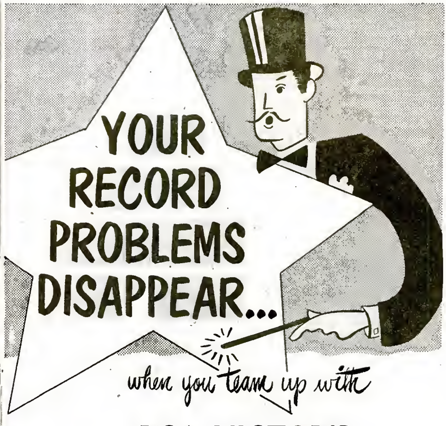

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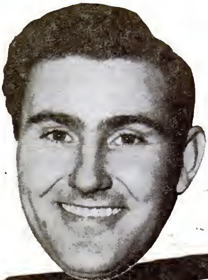

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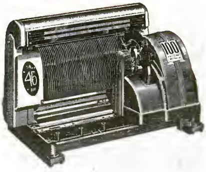

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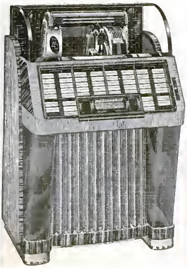

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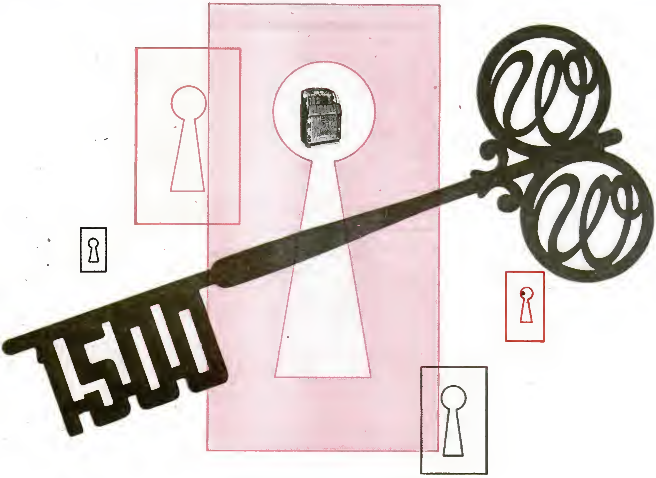

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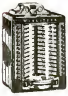

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THE BILLBOARD JUKE BOX OPERATOR POLL OF ARTISTS AND RECORDS

Juke Operators Name 1952's Most Profitable R & B Records to Date

Question:
What three Rhythm and Blues records made the most money for you in the past six months?

Scoring:
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	ARTIST	POINTS
1	Have Mercy, Baby	Dominos	293
2	One Mint Julep	Clovers	136
3	Goin' Home	Fats Domino	104
3	5-10-15 Hours	Ruth Brown	104
5	Night Train	Jimmy Forest	100
6	Lawdy Miss Clawdy	Lloyd Price	72
7	Got You on My Mind	Big John Greer	61
8	No More Doggin'	Roscoe Gordon	55
9	Heavenly Father	Edna McGriff	53
10	Sleep	Earl Bostic	44
10	Flamingo	Earl Bostic	44
12	Cry	Johnnie Ray	40
13	Sixty Minute Man	Dominos	37
13	Mary Jo	Four Blazers	37
13	Let's Talk About Jesus	Bells of Joy	37

Juke Operators Name Artists Most Likely to Come Up With Fall R & B Hits

Question:
On the basis of present popularity, which three Rhythm and Blues artists are most likely to have the best Rhythm and Blues releases this fall?

Scoring:
Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	LABEL	POINTS
1	Dominos	Federal	449
2	Clovers	Atlantic	214
3	Fats Domino	Imperial	116
4	Ruth Brown	Atlantic	78
4	Earl Bostic	King	78
6	Louis Armstrong	Decca	60
7	Lloyd Price	Specialty	51
8	Roscoe Gordon	RPM	49
8	Sarah Vaughan	Columbia	49
10	Dinah Washington	Mercury	44
11	Tab Smith	United	42
11	Nat (King) Cole	Capitol	42
11	Roy Milton	Specialty	42
14	Joe Turner	Atlantic	37
14	Percy Mayfield	Specialty	37

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THE BILLBOARD JUKE BOX OPERATOR POLL OF ARTISTS AND RECORDS

Juke Operators Name 1952's Most Profitable C & W Records to Date

Question:

What three Country and Western records made the most money for you in the past six months?

Scoring:

Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	ARTIST	POINTS
1	Wild Side of Life	Hank Thompson	494
2	Slow Poke	Pee Wee King	305
3	Wondering	Webb Pierce	246
4	Let Ole Mother Nature Have Her Way	Carl Smith	223
5	Half as Much	Hank Williams	117
6	Don't Just Stand There	Carl Smith	111
7	Are You Teasing Me?	Carl Smith	84
8	Gold Rush Is Over	Hank Snow	70
9	Always Late	Lefty Frizzell	55
9	That Heart Belongs to Me	Webb Pierce	55
11	Mom and Dad's Waltz	Lefty Frizzell	47
11	Easy on the Eyes	Eddy Arnold	47
11	I Wanna Play House With You	Eddy Arnold	47
11	Wild Side of Life	Burl Ives	47
15	Almost	George Morgan	42

Juke Operators Name Artists Most Likely to Come Up With Fall C & W Hits

Question:

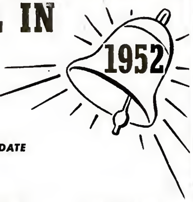
On the basis of present popularity, which three Country and Western artists are most likely to have the best new Country and Western releases this fall?

Scoring:

Three positions: Three points for first place, two for second and one for third.

PLACE	WINNER	LABEL	POINTS
1	Carl Smith	Columbia	400
2	Hank Williams	MGM	346
3	Hank Thompson	Capitol	311
4	Hank Snow	Victor	294
5	Lefty Frizzell	Columbia	238
6	Eddy Arnold	Victor	169
7	Red Foley	Decca	142
8	Pee Wee King	Victor	110
9	Webb Pierce	Decca	107
9	Ernest Tubb	Decca	107
11	Slim Whitman	Imperial	48
12	Johnnie & Jack	Victor	46
12	Grady Martin	Decca	46
14	George Morgan	Columbia	38
14	Jimmy Wakely	Capitol	38

BMI SONG HITS THAT RANG THE BELL IN 1952



JANUARY TO DATE

AUF WIEDERSEH'N, SWEETHEART	Hill & Range
HALF AS MUCH	Acuff-Rose
BOTCH-A-ME	Ludlow
HERE IN MY HEART	Mellin
I'M YOURS	Algonquin
KISS OF FIRE	Duchess
A GUY IS A GUY	Ludlow
BLACKSMITH BLUES	Hill & Range
ANY TIME	Hill & Range
CRY	Mellin
PLEASE, MR. SUN	Weiss & Barry
TELL ME WHY	Signet
SLOW POKE	Ridgeway
BERMUDA	Goday
IT'S NO SIN	Algonquin
BECAUSE OF YOU	BMI
COLD, COLD HEART	Acuff-Rose

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BMI record report

...AND FORECAST OF TOMORROW'S SONG HITS

TOP "PICK" — **I WENT TO YOUR WEDDING** (Hill & Range)—Patti Page (Mer.) has another "smash." Billboard rates disc a top "PICK" and "a striking piece of material." Cash Box believes it "can outsell and overshadow her phenomenal waxing of TENNESSEE WALTZ," and names it SLEEPER OF THE WEEK. Variety says, "this is a money platter." Steve Gibson's Red Caps (Vic.) originated the tune, while Hank Snow's (Vic.) folk version hits the Cash Box "Bullseye."

★ ★ ★ ★ ★

"DISK OF THE WEEK" — **TAKE ME IN YOUR ARMS AND HOLD ME** (Hill & Range)—Les Paul and Mary Ford (Cap.) continue their blaze of hits. Cash Box names it "DISK OF THE WEEK." Billboard gives it a "PICK."

★ ★ ★ ★ ★

"EXCELS" — **YOU'RE MY DESTINY** (Wemar)—"A brilliant performance is most capably presented by Alan Dale (Coral)," reports Cash Box for its "DISK OF THE WEEK." Billboard rates it "excellent" (82) and "disk could break out."

★ ★ ★ ★ ★

"BEST BET" — **HESITATION** (Mellin)—Billboard nominates Hugo Winterhalter's (Vic.) newest instrumental as "PICK" of the week. Cash Box rates it a "BEST BET."

★ ★ ★ ★ ★

NOVELTY "PICK" — **TOO OLD TO CUT THE MUSTARD** (Acuff-Rose)—Surprise novelty of the year, teaming Rosemary Clooney and film star Marlene Dietrich (Col.), comes out as a top Billboard "PICK." Disk getting tremendous play. Cash Box rates it "very good."

★ ★ ★ ★ ★

GRADE "A" — **YOU COULD MAKE ME SMILE AGAIN** (Park Lane)—Tony Bennett (Col.) rolls out a grade A ballad for a Cash Box "DISK OF THE WEEK." Billboard regards it "excellent."

★ ★ ★ ★ ★

BILLBOARD "PICK" — **WHEN SWALLOWS SAY GOODBYE** (Hill & Range) [non-exclusive BMI]—The "Auf Wiederseh'n" girl, Vera Lynn (Lon.) comes up with a strong follow-up in this Billboard "PICK." Disc rates a Cash Box "DISK OF THE WEEK."

★ ★ ★ ★ ★

GOING OVER — **SAY YOU'LL WAIT FOR ME** (Hollis) — A string of platters, including Al Martino (Cap.), Bill Hayes (MGM), Dolores Gray-Sy Oliver (Dec.) and Sarah Vaughan (Col.) are putting this tune over. Cash Box gives the nod and a "BEST BET" to Hayes.

★ ★ ★ ★ ★

BIGGER THAN EVER — **JUNGLE FANTASY** (Duchess)—Deejays are backing this Noro Morales hit instrumental of four years ago, now out in a new release by Percy Faith (Col.). Faith's version is likely to make the tune bigger than ever.

★ ★ ★ ★ ★

SHOWS STRONG — **YOU LIKE** (Gale & Gayles)—"Cute novelty with a Latin beat," is Variety's report of Guy Lombardo's (Dec.) waxing. Ditty shows strong possibilities through discs by Helen O'Connell (Cap.) and Eileen Barton (Coral).

★ ★ ★ ★ ★

MOVING FAST — **STRING ALONG** (Regent)—Ames Brothers (Coral) have a winner here. Platter is moving fast in plays and sales.

★ ★ ★ ★ ★

SELLS BIG — **TINGO TANGO** (Eastern)—Paul Bruno (Abbey) is a "potential Martino," reports the Cleveland News. Platter hit a 40,000 sales mark in three weeks.

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"DON'T YOU CRY"

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JOE TURNER

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

Juke Operators Name Their Most Profitable Old Favorites

Question:

What favorites or standards have you used the most on your juke boxes the past six months?

POSITION		VOTES
1	Stardust	589
2	Boogie Woogie	181
3	Begin the Beguine	106
4	Green Eyes	86
5	In the Mood	71
6	Beer Barrel Polka	60
7	Sunrise Serenade	51
8	At Last	45
8	Tennessee Waltz	45
10	Dancing in the Dark	31
10	Summit Ridge Drive	31
12	Always	29
13	Charmaine	27
14	Heartaches	26
15	To Each His Own	25

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Decca 28271

"WISH YOU WERE HERE"
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The PAULETTE SISTERS

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AND HIS ORCHESTRA

YOU'LL NEVER GET AWAY

Plus
The Paulette Sisters and Larry Clinton with

MY-NA SHAY-NA TY-RA
(MY SWEET and DEAR ONE)

78 rpm 39872
45 rpm 4-39872

a COLUMBIA RECORD of course

Trade Marks "Columbia," "Masterworks," ® Reg. U. S. Pat. Off. Marcas Registradas

so great!

JOHNNIE RAY

with the FOUR LADS

FAITH CAN MOVE MOUNTAINS

LOVE ME (Baby Can't You Love Me)

COLUMBIA RECORDS

Orchestra under the direction of JIMMY CARROLL

78 rpm 39837
45 rpm 4-39837

Trade Marks "Columbia," "Masterworks," ®. ®, Reg. U. S. Pat. Off. Marcas Registradas

Operators Slow to Grab Jumbo Juke Programing Opportunities

Majority still look upon new jukes as necessary location grabbers. More pops give bigger gross, but profits from old favorites and specialties are being missed.

By IS HOROWITZ

OPERATORS who are alert to the possibilities in creative programing have been able to make the large-capacity juke box work for them more productively. But too many route owners have seen in the bigger machine only a simple competitive tool. To the latter it has too often been used only to secure a location against inroads by the operator down the street. It's new and shiny and full of interesting gimmicks to attract the patron's eye. The location-owner wants it and the operator gives it to him if he can thereby win a more favorable contract stipulating front money or a weighted split.

But the operator who has taken this attitude toward this more versatile instrument is missing a good bet. He is using the machine, be it Seeburg, AMI or Wurlitzer, pretty much as a "small" phonograph that just happens to contain more record slots. He is reluctant to explore the potential inherent in adventurous programing.

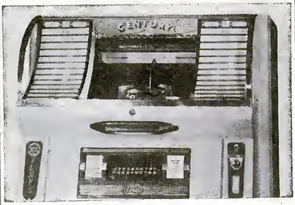
Today, it is estimated, there are more than 50,000 coin phonographs on location show-casing 80 or more selections. The bulk of them, of course, are Seeburg 100's. However, AMI and Wurlitzer, with 80 and 104-selection units respectively, are stepping up their production programs and the number of high-capacity phonographs on location is due to increase at an ever accelerating pace. Evans and Rockola will soon add their 100-selector models to the field.

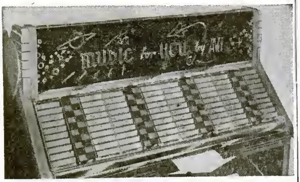
The problem, then, which is becoming more apparent to aware music operators is how to more fully realize the profit potential of the "jumbos."

Basically, the function of the operator has always been to secure and program the records juke patrons want to hear. Thus, he has rarely been one to beat out new trails. It has been enough to stock the hits and as many other disks as he can search out that meet favor on location.

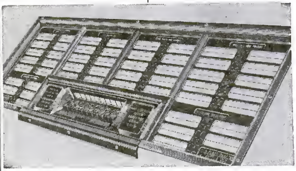
No operator needs to be told how important current pop hits are. That's where most of the money comes from, except in the most specialized type of location. When it comes to the non-hit slots, however, the selections stocked can mean a substantial difference in revenue.

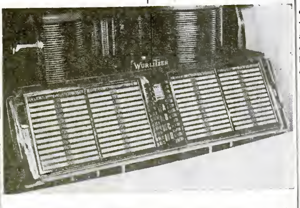
Spot surveys run to learn just how operators treat the extra capacity of the newer machines disclosed some interesting data. It was brought out that the attitude toward the bigger boxes varied considerably. A good many viewed the large phonograph as a necessary competitive evil; they would be very content to operate the older jukes indefinitely. Others liked the boxes for the extra income they earned, but had not felt it necessary to vary programing techniques they long had followed. A smaller number were of the strong opinion that high-capacity phonographs opened up new program horizons and reported that exploration of the potential had resulted in much more favorable collections.





Classification breakdowns have become standard in modern, high-capacity phonographs. They provide new flexibility to operators concerned with programing problems. Most operators realign the categories to fit the needs of individual locations.





One program-conscious operator put his finger on the problem by restating the too-often forgotten industry axiom: "No two locations are alike." This simple observation he has used as the starting point of his record thinking for each stop on his large Eastern route. He doesn't feel that the constant experimentation this principle induces has been wasted. It has been expensive, in time and records, but it has paid off, he insists.

The hits must go in, be states, but after that the fun begins. Use your experience with other locations to try to estimate in advance the needs of a new spot. Obviously a location favored by younger patrons requires different treatment than one with older folks. That you will often find your pre-judgment wrong, should not prove discouraging. Continue the experimentation and income is bound to rise. Reluctance to change records frequently in the early stages is foolhardy penny-pinching, he is convinced.

The main attribute of the large-capacity machine, stresses this operator, and others, is its greater ability to please more people. That means filling more requests, for one thing. Operators know that requests must be handled with tact. Some will turn out fine, especially in 'teen-age spots. Others don't carry their weight. But even for the latter, the operator with a big juke can more often afford to fill the request without quibbling. The immediate cash return may not be forthcoming, but bonus dividends will be earned in good will with "accommodation" records.

Another important asset operators have found in the "biggie" is the lower break-even point, disk by disk. Thus, while it was uneconomical on smaller units to leave a record in after plays had dipped beyond a certain weekly minimum, say 5 or 10, these marginal records can remain at work longer and still bring in income. Those few people who like the fading platter will be pleased to find it still available and will probably play other selections as well. They have found the phonograph gives them pleasure and will look on it more favorably.

Certainly, the larger phonograph has opened up new potentials in holiday or special event play. There is room to stock several Christmas or Easter records at the proper time, without thereby eliminating the pop staples. Fewer operators are missing the boat here.

Alert operators also keep in continual machine stock those few records that are particularly appropriate to special occasions, such as birthdays or anniversaries. A couple of these in a phonograph can't help but pay off.

Spot surveys have also shown that the original program breakdowns of 100-selection machines (more data is available on these than on the newer 80 and 104-side units) are undergoing changes as a result of location experience. For the average location, the importance of the classical category has lessened considerably. A few such records, of the lighter variety, will return a profit in the more sophisticated establishment, but more and more operators are replacing this group with disks of more general tavern appeal. Country-Western and rhythm and blues are making inroads in some sections of the country.

Old favorites as a group are becoming more prominent on selection panels. This will probably become even more noticeable as more youngsters go into uniform. They are being replaced in jobs by older folks who will spend more of their increased income in locations with coin phonographs.

Most significant, tho, is the assignment of ever more space to pops. But even here, with the room to experiment, which larger machines offer, the inquiring operator is proving the same number of record slots return him a greater average than earned by the route owner whose program habits have become routine and fixed.

two exciting new entries by Sammy Kaye!

Swing and Sway with

SAMMY KAYE

A SMASH NEW SINGLE . . .

IT WASN'T GOD WHO MADE HONKY TONK ANGELS

I WENT TO YOUR WEDDING

78 rpm 39856 • 45 rpm 4-39856

Both Vocals by Jeff Clay and The Kaye Choir

and Sammy's new album...

FOR YOUR DANCING PARTY

Girl of My Dreams ★ My Extraordinary Gal ★ All the Things You Are ★ Who? ★ Josephine ★ Would You Like To Take a Walk ★ We'll Meet Again ★ Little Girl
"Lp" CL 6219 ★ 45 Set 8-310 ★ 78 Set C-310

exclusively

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas

THANKS, OPERATORS!

IT WAS . . .

'SLOW-POKE'

NOW IT'S . . .

'YOU BELONG TO ME'

Another Pee Wee King, Redd Stewart & Chilton Price HIT!

OUR SINCERE THANKS TO THE RECORDING COMPANIES, RECORDING ARTISTS, DISK JOCKEYS, RADIO AND TV STARS AND JUKE BOX OPERATORS for making "YOU BELONG TO ME" one of the BIGGEST HITS IN 1952

JO STAFFORD
Columbia 39811

KEN GRIFFIN
Columbia 39857

SUE THOMPSON
Mercury 6407

DEAN MARTIN
Capitol 2165

JAN GARBER
Capitol 2198

JONIE JAMES
MGM 11295

HELEN FOSTER
and the Rovers
Republic 7013

PATTI PAGE
Mercury 5899

FREDDY MARTIN
Victor 20-4893

TAMARA HAYES
Victor 20-4943

GRADY MARTIN and the Slew Foot Five
Decca 28388

BUDDY LUCAS
Jubilee

RIDGEWAY MUSIC, INC.
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Archie Levington
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146 W. 54th St., New York, N. Y.

Thanks to the Ops from . . .

MR. HEART

AL MARTINO

Just closed MICHIGAN STATE FAIR

- HERE IN MY HEART
- TAKE MY HEART
- I'VE NEVER SEEN *and*
- SAY YOU'LL WAIT FOR ME

Capitol #2185

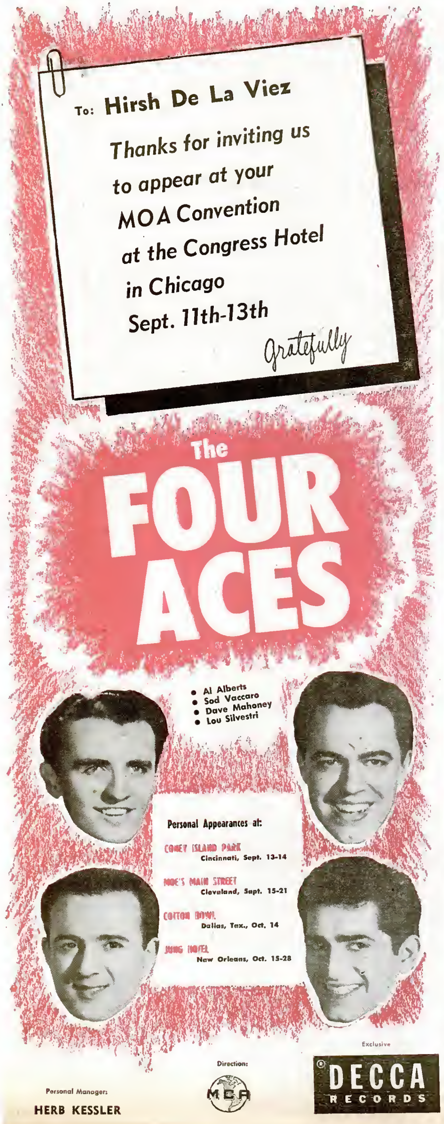
Capitol RECORDS

Bookings . . . GENERAL ARTISTS CORP.

Record Promotion . . . KAPPI JORDAN

Publicity . . . FRANK LAW

Management: JOSEPH PICCOLA JAMES CERES



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

HONOR ROLL OF HITS (Trade Mark Reg.)

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received September 3, 4, 5.

Last Week | This Week

4. **1. You Belong to Me**

By Pee Wee King, R Stewart and C. Price. Published by Ridgeway (BMI).

RECOROS AVAILABLE: E. Barton-B Greco-Pinetoppers, Coral 60753; J. Garber, Cap 2198; Joni James, MGM 11295; O. Martin, Cap 2165; F. Martin, V 20-4893; T Martin, V 20-4893; P Page, Mercury 5899; S. Thompson, Mercury 6407.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Earl Sheldon, Associated

1. **2. Auf Wiederseh'n Sweetheart**

By Parsons & Storch—Published by Hill & Range (BMI)

RECOROS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Grenobel 803; L. Baxter, Cap 2143; Champ Butler-P. Faith, Col 39776; DeMarco Sisters, MGM 11278· Ken Griffin, Col; E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 1227; Sharkey & Band, Cap; B. Shepard-H. Winterhalter, V 20-4777; Stubby and the Buccaneers, Rondo 299

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Julian Gould, Lang-Worth; George Siravo, Associated.

3. **3. Wish You Were Here**

By Harold Rome—Published by Chappell (ASCAP)

RECOROS AVAILABLE: J. Cassidy V 14-0017; P. Como and E. Fisher, V 20-4830; J. Froman, Cap 2154; Harmonicats, Mercury 5900; G. Lombardo, Dec 28308; F Warren, MGM 11270

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Earl Sheldon, Associated

2. **4. Half as Much**

By C Williams—Published by Acuff-Rose (BMI)

RECOROS AVAILABLE: L. Ballard, Grenobel 804; R. Clooney, Col 39710; G. Lombardo, Dec 28271; K. Marvin, Mercury 6366; D. Washington, Mercury 8294; C Williams, Col 20879; H Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.

5. **5. Botch-A-Me**

By Eddie Y Stanley, R. Morebelli, L. Astore—Published by Hollis (BMI)

RECOROS AVAILABLE: R Clooney, Col 36767

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus.

– **6. I Went to Your Wedding**

. . . By Jesse Mae Robinson—Published by St. Louis (BMI)

RECOROS AVAILABLE: S. Gibson and Red Caps, V 20-4835; P. Page, Mercury 5899; H. Snow, V 20-4906.

6. **7. Walkin' My Baby Back Home**

By Ray Turk & Fred Ahlert—Published by De Sylva, Brown Henderson (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G Lombardo, Dec 28277; O Martin Apollo 1088; F. Norman's Ork, Top-Ten 78-135; J Ray, Col 39750; C Spivak, London 1091; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork Standard Radio; Tex Beneke, Thesaurus; Henry Busse, Lang-Worth; Earl Sheldon, Associated.

8. **8. High Noon**

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECOROS AVAILABLE: B Hayes, MGM 11266; B Keith, King 15194; F Laine Mercury 39770 Tex Ritter Cap 2120; L Roza, London 1232

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Glenn Osser, Associated.

– **9. Meet Mr. Callaghan**

. . . By Eric Spear—Published by Leeds ASCAP)

RECOROS AVAILABLE: C. Atkins, V 20-4896; C. Cavallaro, Dec 28373; H. Grove Trio, London 1248; Melachrino Strings, V 20-4891; L. Paul-M. Ford, Cap 2193; P. Todd, MGM 30640.

– **10. Somewhere Along the Way**

. . . By Sammy Gallop, Kurt Adams—Published by United (ASCAP)

RECOROS AVAILABLE: G. Ammons, Dec 28222; T. Bennett, Col 39695; J. Gray, Dec 28141; Nat King Cole, Cap 2069; H. Winterhalter, V 20-4691.

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Capitol Records Buyboard

TOP SELLERS—POPULAR

. . . Based on Actual Capitol Sales Reports

			Record No.
1.	MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul-M. Ford	2193
2.	WHAT DOES IT TAKE SOMEWHERE ALONG THE WAY	N. Cole	2069
3.	KAY'S LAMENT FOOL, FOOL, FOOL	K. Starr	2151
4.	WALKIN' MY BABY BACK HOME FUNNY	N. Cole	2130
5.	YOU BELONG TO ME HOMINY GRITS	D. Martin	2165
6.	IN THE GOOD OLD SUMMERTIME SMOKE RINGS	L. Paul-M. Ford	2123
7.	ADIOS DARLIN', YOU CAN'T LOVE TWO	G. MacKenzie	2156
8.	SAY YOU'LL WAIT FOR ME I'VE NEVER SEEN	A. Martino	2185
9.	MALE CALL A-SLEEPIN' AT THE FOOT OF THE BED	E. M. Morse	2186
10.	TUXEDO JUNCTION IT'S A BLUE WORLD	Four Freshmen	2152
11.	LOADED WITH LOVE MAKE BELIEVE DREAMS	R. Anthony	2194
12.	BOOGIE WOOGIE RAG STUMBLING	J. Carr	2187
13.	HOT LIPS CAN, CAN, CAN	J. Shard	2208
14.	TAKE MY HEART I NEVER CARED	A. Martino	2122
15.	SOME FOLKS DO BEI MIR BIST DU SCHON	J. Christy	2199

BEST SELLING POPULAR ALBUMS

. . . Based on Actual Capitol Sales Reports

			Alb. No.
1.	WITH A SONG IN MY HEART	Jane Froman	309
2.	BIG BAND BASH	Billy May	329
3.	ROMANCE IN THE AIR	Voices of Walter Schumann	347
4.	THE JUST JAZZ ALL STARS	Louis Bellson	348
5.	A BAND IS BORN	Billy May	349
6.	MOODS FOR TWILIGHT	Francis Scott	331
7.	PENTHOUSE SERENADE	Nat (King) Cole	332
8.	THE MERRY WIDOW	Gordon MacRae & Lucille Norman	335
9.	YOGI YORGESSON'S FAMILY ALBUM	Yogi Yorgesson	336
10.	BENNY GOODMAN TRIO	Benny Goodman	343
11.	LEGEND OF THE SUN VIRGIN	Yma Sumac	299
12.	VIRGIN OF THE SUN GOD	Yma Sumac	244
13.	CHRISTMAS IN THE AIR!	Voices of Walter Schumann	9106

GREAT IN THE MOVIE—GREAT ON RECORD

TEX RITTER

sings the title song for Capitol exactly as he does it in the United Artists Picture

"HIGH NOON"

Record No. 2120

TOP COUNTRY and HILLBILLY

. . . Based on Actual Capitol Sales Reports

			Record No.
1.	BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie	2170
2.	HIGH NOON GO ON! GET OUT!	T. Ritter	2120
3.	HOW COLD HEARTED CAN YOU GET IT'S BETTER TO HAVE LOVED A LITTLE	H. Thompson	2169
4.	THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson	1942
5.	DON'T MAKE ME CRY AGAIN WAITING IN THE LOBBY OF YOUR HEART	H. Thompson	2063
6.	DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald	2216
7.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS BIM BAM BABY	J. Gayle	2200
8.	SAVING MY TEARS WHAT CAN I DO WITH MY SORROW	F. Young	2171
9.	WHEN I SAY GOODNIGHT THERE'S THAT SAME OLD LOVELIGHT IN YOUR EYES	J. Wakely	2172
10.	I'M GONNA WALK AND TALK WITH MY LORD BEYOND THE SHADOW	M. Carson	2145

LATEST CAPITOL RELEASES No. 335

		Record No.
NO MY LOVE, MY LIFE	J. Froman	2219
MY THRILL RIDE, COWBOY, RIDE	D. Beavers	2220
I WENT TO YOUR WEDDING PALE MOON	J. Wakely	2221
TAKES TWO TO TANGO BUTTERFLIES	J. Gayle	2222
THE WHISP'RING SERENADE THE SUN FORGOT TO SHINE THIS MORNING	G. Carr	2223
NIGHT AND DAY TWEET, TWEET, TWEETHEART	F. Faye	2224
QUIET VILLAGE INDIAN SUMMER	L. Baxter	2225
BIG BUG BOOGIE CORRINE CORRINA	M. Moore	2226
ORCHIDS IN THE MOONLIGHT FAT MAN MAMBO	B. May	2227
KISS, KISS, KISS CRAZY QUILT RAG	B. Strange	2228

LES PAUL AND MARY FORD

—give you the year's most unusual song!

"MEET MR. CALLAGHAN"

—coupled with an all-around favorite

"TAKE ME IN YOUR ARMS (AND HOLD ME)"

Record No. 2193

Capitol

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1.	BOZO HAS A PARTY	Cap(78)DBX-3133; (45)CBXF-3133
2.	TWEET, TWEET, TWEETY	Cap(78)CAS-3118; (45)CASF-3118
3.	HOPALONG CASSIDY AND THE TWO-LEGGED WOLF	Cap(78)CAS-3109; (45)CASF-3109
4.	ROBIN HOOD	Cap(78)DBX-3138; (45)CBXF-3138
5.	BUGS BUNNY AND THE GROW-SMALL JUICE	Cap(78)CAS-3119; (45)CASF-3119
6.	SPARKY'S MAGIC ECHO	Cap(78)CAS-3134; (45)CASF-3134
7.	COUNTRY COUSIN	Cap(78)CAS-3135; (45)CASF-3135
8.	HENERY HAWK'S CHICKEN HUNT	Cap(78)CAS-3137; (45)CASF-3137
9.	BONGO THE CIRCUS BEAR	Cap(78)CAS-3132; (45)CASF-3132
10.	TWEETY PIE	Cap(78)CAS-3074; (45)CASF-3074
11.	I'M A LITTLE TEA POT & THE TEDDY BEARS' PICNIC	Cap(78)CAS-3083; (45)CASF-3083
12.	WOODY WOODPECKER AND THE SCARECROW	Cap(78)CAS-3140; (45)CASF-3140
13.	TWEETY'S PUDDY TAT TWOUBLE	Cap(78)DBX-3102; (45)CBXF-3102

IT'S A SMASH!

BLACKBERRY BOOGIE

and

"TENNESSEE LOCAL"

TENNESSEE ERNIE

Capitol Record No. 2170

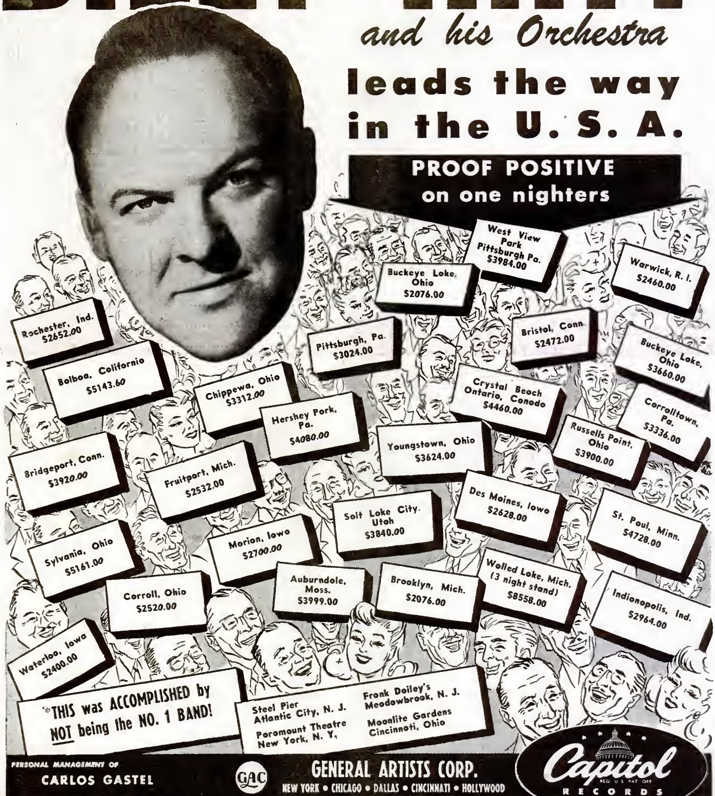
*Don't be Misled** by false claims!

BILLY MAY

and his Orchestra

leads the way in the U. S. A.

PROOF POSITIVE on one nighters



*THIS was ACCOMPLISHED by NOT being the NO. 1 BAND!

Steel Pier Atlantic City, N. J.
Paramount Theatre New York, N. Y.
Frank Dailey's Meadowbrook, N. J.
Moonlite Gardens Cincinnati, Ohio

PERSONAL MANAGEMENT OF CARLOS GASTEL

GAC GENERAL ARTISTS CORP.
NEW YORK • CHICAGO • DALLAS • CINCINNATI • HOLLYWOOD

Capitol RECORDS

Promotion: Gene Howard, Hollywood Milton Karle, New York Dick LaPalm, Chicago

Cold, Cold Heart

Hey Good Looking!

Half As Much

JAMBALAYA

HANK WILLIAMS

JUST RELEASED...

"SETTIN' THE WOODS ON FIRE"

and

"YOU WIN AGAIN"

MGM 11318 k11318

THANKS OPS FOR ALL THESE HITS YOU'VE HELPED MAKE . . .

PERSONAL DIRECTION **CLYDE PERDUE** 318 No. McDonough St., Montgomery, Alabama

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Records Most Played by Disk Jockeys

. . . Based on reports received Sept. 3, 4 and 5

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Weeks to date	Last Week	This Week	Title	Artist	Record
6	4	1.	YOU BELONG TO ME	J. Stafford	Col(78)39811; (45)4-39811
[illegible]	1	2.	WISH YOU WERE HERE	E. Fisher-H. Winterhalter	V(78)20-4830; (45)47-4830—ASCAP
[illegible]	2	3.	HALF AS MUCH	R. Clooney	Col(78)39710; (45)4-39710—BMI
13	3	4.	AUF WIEDERSEH'N, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
2	10	5.	I WENT TO YOUR WEDDING	P. Page	Mercury(78)5899; (45)5899X45—BMI
13	5	6.	BOTCH-A-ME	R. Clooney	Col(78)39767; (45)4-39767—BMI
2	13	7.	YOU BELONG TO ME	P. Page	Mercury(78)5899; (45)5899X45—BMI
3	7	8.	JAMBALAYA	J. Stafford	Col(78)39838; (45)4-39838—BMI
15	8	9.	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
12	6	10.	AUF WIEDERSEH'N, SWEETHEART	E. Howard	Mercury(78)5871; (45)5871X45—BMI
5	19	11.	HIGH NOON	F. Laine	Col(78)39770; (45)4-39770—ASCAP
3	35	12.	TOO OLD TO CUT THE MUSTARD	M. Dietrich-R. Clooney	Col(78)39812; (45)4-39812—BMI
1	—	13.	MEET MR. CALLAGHAN	H. Grove Trio	London(78)1248; (45)45-1248—ASCAP
11	20	14.	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Cap(78)2130; (45)F-2130—ASCAP
5	18	15.	SHOULD I?	Four Aces	Dec(78)28323; (45)9-28323—ASCAP
4	11	16.	TRYING	Hilltoppers	Dot(78)15018; (45)45-15018—ASCAP
17	16	17.	WALKIN' MY BABY BACK HOME	J. Ray	Col(78)10135; (45)4-10135—ASCAP
2	14	18.	FEET UP	G. Mitchell-M. Miller	Col(78)39822; (45)4-39822—ASCAP
3	15	18.	MEET MR. CALLAGHAN	L. Paul	Cap(78)2193; (45)F-2193—ASCAP
4	17	20.	DOODLETOWN FIFERS	Sauter-Finegan	V(78)20-4866; (45)47-4866
14	21	20.	MAYBE	P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
2	29	22.	MADEMOISELLE	E. Howard	Mercury(78)5898; (45)5898X45—ASCAP
3	27	23.	WALKIN' TO MISSOURI	S. Kaye	Col(78)39769; (45)4-39769—ASCAP
5	26	24.	ZING A LITTLE ZONG	J. Wyman-Bing Crosby	Dec(78)28255; (45)9-28255—ASCAP
17	11	25.	HERE IN MY HEART	A. Martino	BBS(78)101; (45)45-101—BMI
1	—	26.	I DON'T WANT TO TAKE THAT CHANCE	E. Howard	Mercury(78)5871; (45)5871X45—BMI
1	—	26.	YOU BELONG TO ME	D. Martin	Cap(78)2165; (45)F-2165—BMI
[illegible]	9	28.	VANESSA	H. Winterhalter	V(78)20-4691; (45)47-4691—BMI
4	21	29.	SLAUGHTER ON 10TH AVENUE	R. Anthony	Cap(78)7-2085; (45)6F-7-2085
2	—	29.	ADIOS	G. MacKenzie	Cap(78)2156; (45)F-2156—BMI
4	—	29.	AUF WIEDERSEH'N, SWEETHEART	Ames Brothers	Coral(78)60773; (45)9-60773—BMI

VOX JOX

—By GENE PLOTNIK—

Chatter

George McGrath Jr., who works under the name of "Cuzzin Don," takes over the turntables for "All Night Record Round-up" on WRVA, Richmond. . . . **Jack Fisher,** who's been working at KAFP, Petaluma, Calif., has moved to KBIS, Bakersfield, Calif. Says Jack, "No Little earthquake can make me stop loving radio." . . . **Rod McKuen** of KROW, Oakland, Calif., is now writing a record column, "Platter Spinners' Holiday," for three Bay Area newspapers and asks platter flacks to send him their press releases. . . . **Johnny Williams,** who hosts "Club 1220" on WSFT, Thomaston, Ga., won first prize in a contest sponsored by the Yancy Company, Georgia distrib for RCA Victor. For guessing the 14 top Victor records in June and their total sales, Williams was awarded an RCA Victor TV console. . . . **Scott Douglass,** who jockeys an hour-long show on KCRA, Sacramento, is now using his middle names, **Mal MacIntyre,** professionaly because of a mix up of Douglasses. . . . **Ted Johnson** is adding to his "Sleepyhead Ted" show on WXYZ, Detroit, with a 2:15-5 p.m., Saturday stance, plus a nightly hour at 7:30.

YESTERYEARS' TOPS

The nation's 10 top tunes on records as reported in The Billboard . . .

● SEPTEMBER 12, 1942

1. Kalamazoo
2. He Wears a Pair of Silver Wings
3. Jingle, Jangle, Jingle
4. My Devotion
5. Amen
6. Who Wouldn't Love You?
7. Idaho
8. Strictly Instrumental
9. Strip Polka
10. I Left My Heart at the Stage Door Canteen

● SEPTEMBER 13, 1947

1. Peg o' My Heart
2. That's My Desire
3. I Wonder Who's Kissing Her Now
4. Smoke! Smoke! Smoke! (That Cigarette)
5. Feudin' and Fightin'
6. Near You
7. When You Were Sweet Sixteen
8. The Lady From 29 Palms
9. I Wonder, I Wonder, I Wonder
10. I Wish I Didn't Love You So

Raves and Rants

Jim Spero, KRUX, Phoenix, Ariz., is wild about **Woody Herman's** new third herd. He and the other jox at KRUX are giving it the big push. . . . **Herb Fontaine,** WCOU, Lewiston, Me., is using 45's only at his Lisbon Drive-In Theater show and asks the labels putting out that speed to send them on to him. . . . **D. M. Dwelley,** KSUE, Susanville, Calif.: "Those late ones by Lisa and April should have been held until winter. . . . then we could all save on our heating bill." . . . **Tommy Carlisle,** WROL, Knoxville, would like to compliment the Acuff-Rose pubbery for its very fast service on promotion records. Also, Carlisle says **Ted Heath's** recent new sides for London remind him a lot of **Billy May's** sound. . . . **Jack Gleason** of WAAT, Newark, N. J., says requests for "Memories" are unprecedented. . . . **Rob Busse,** WTTH, Port Huron, Mich.: "From a recent call for mail, I find that my afternoon listeners, mostly women, prefer music from the early 1940's, so now I program the first two hours of my show with disks by **Artie Shaw, Tommy Dorsey** and the late **Glenn Miller,** and it's paying off." . . . **Jay Giles,** WSOY, Decatur, Ill.: "I'm glad to see that some of our major diskeries are contemplating more re-issues of old favorites and stars. I have

(Continued on page 86)

• Best Selling Sheet Music

. . . Based on reports received Sept. 3, 4 and 5

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records

POSITION Weeks to date	Last Week	This Week	Title	Publisher
11	1	1.	AUF WIEDERSEH'N, SWEETHEART (R)	Hill & Ronge
7	2	2.	WISH YOU WERE HERE (R) (F)	Chappell
3	7	3.	YOU BELONG TO ME (R)	Ridgeway
13	3	4.	HALF AS MUCH (R)	Acuff-Rose
26	5	5.	BLUE TANGO (R)	Mills
12	4	6.	WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
10	9	7.	SOMEWHERE ALONG THE WAY (R)	United
16	15	8.	HERE IN MY HEART (R)	Mellin
8	8	9.	BOTCH-A-ME (R)	Hollis
1	—	10.	I WENT TO YOUR WEDDING (R)	St. Louis
3	14	11.	HIGH NOON (R) (F)	Feist
18	6	12.	I'M YOURS (R)	Algonquin
1	—	13.	WALKIN' TO MISSOURI (R)	Hawthorne
10	—	14.	SUGARBUSH (R)	G. Schirmer
15	12	15.	DELICADO (R)	Remick

• Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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1. Any Time (R)....Hill & Range—BMI
2. Auf Wiederseh'n, Sweetheart (R)....Hill & Range—BMI
3. Blue Tango (R)....Mills—ASCAP
4. Botch-A-Me (R)....Hollis—BMI
5. Delicado (R)....Remick—ASCAP
6. Half as Much (R)....Acuff-Rose—BMI
7. Here Comes That Mood (R)....Life—BMI
8. Here In My Heart (R)....Mellin—BMI
9. High Noon (R)....Feist—ASCAP
10. How Close (R)....Life—BMI
11. I'll Forget You (R)....Whitmark—ASCAP
12. I'm Yours (R)....Algonquin—BMI
13. Live Oak Tree (R)....Burvan—ASCAP
14. Lovely to Look at (R)....T. B. Harms—ASCAP
15. Maybe (R)....Robbins—ASCAP
16. Meet Mr Callaghan (R)....Leeds—ASCAP
17. My Love and Devotion (R)....Shapiro-Bernstein—ASCAP
18. Once in a While (R)....Miller—ASCAP
19. Roses of Yesterday (R)....Berlin—ASCAP
20. So Madly in Love (R)....Shapiro-Bernstein—ASCAP
21. Someday (R)....Famous—ASCAP
22. Somewhere Along the Way (R)....United—ASCAP
23. Song the Angels Sing (R)....Feist—ASCAP
24. Sweethearts Holiday (R)....Mayfair—ASCAP
25. Sweetest Words I Know (R)....Life—BMI
26. Till the End of the World (R)....Southern—ASCAP
27. Walkin' My Baby Back Home (R)....De Sylva, Brown & Henderson—ASCAP
28. Where Did the Night Go (R)....Chappell—ASCAP
29. Wish You Were Here (R)....Chappell—ASCAP
30. You Belong to Me (R)....Ridgeway—BMI
31. You Intrigue Me (R)....Remick—ASCAP
32. Zing a Little Zong (R)....Burvan—ASCAP

Top 10 in Television

1. Auf Wiederseh'n, Sweetheart (R)....Hill & Range—BMI
2. Blue Tango (R)....Mills—ASCAP
3. Half as Much (R)....Acuff-Rose—BMI
4. Lovely to Look at (R)....T. B. Harms—ASCAP
5. Lover (R)....Famous—ASCAP
6. Someday (R)....Famous—ASCAP
7. Somewhere Along the Way (R)....United—ASCAP
8. Walkin' My Baby Back Home (R)....De Sylva, Brown & Henderson—ASCAP
9. Watermelon Weather (R)....E. H. Morris—ASCAP
10. Wish You Were Here (R)....Chappell—ASCAP

• England's Top Twenty

POSITION Weeks to date	Last Week	This Week	Title	English	American
18	1	1.	HOMING WALTZ	Reine	Miller
15	2	2.	AUF WIEDERSEH'N, SWEETHEART	Maurice	Hill & Range
12	4	3.	BLUE TANGO	Mills	Mills
8	3	4.	HIGH NOON	Robbins	Feist
9	5	5.	I'M YOURS	Mellin	Algonquin
4	8	6.	WALKIN' MY BABY BACK HOME	Victoria	De Sylva, Brown & Henderson
12	6	7.	KISS OF FIRE	Duchess	Duchess
20	7	8.	NEVER	Francis Day & Hunter, Ltd.	Robbins
5	10	9.	DAY OF JUBILO	Connelly	Montclare
9	9	10.	FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Pickwick	Pickwick
7	13	11.	TRUST IN ME	Lawrence Wright	Advanced
16	11	12.	BLACKSMITH BLUES	Chappell	Hill & Range
3	14	13.	MEET MR. CALLAGHAN	Toff	Leeds
18	12	14.	PITTSBURGH, PENNSYLVANIA	Cinephonic	Oxford
3	18	15.	SOMEWHERE ALONG THE WAY	Magna	United
14	15	16.	BE ANYTHING (But Be Mine)	Cinephonic	Shapiro-Bernstein
25	15	17.	WE WON'T LIVE IN A CASTLE	Campbell-Connelly	Oxford
22	17	18.	TELL ME WHY	E. H. Morris	Signet
2	—	19.	WHEN YOU'RE IN LOVE	Connelly	Alamo
1	—	20.	DELICADO	La Fleur	Remick

ADDING UP TO A GREAT FALL SEASON...

starting at the MOA Convention this week!

PAUL WESTON
WONDERFUL COPENHAGEN
from "Hans Christian Andersen"
FORGETTING YOU
39864 ★ 4-39864

THE FOUR LADS
SOMEBODY LOVES ME
THANKS TO YOU
from "Somebody Loves Me"
39865 ★ 4-39865

CARL SMITH
OUR HONEYMOON
SING HER A LOVE SONG
21008 ★ 4-21008

WILMA LEE and STONEY COOPER
I CRIED AGAIN
HAVE MERCY ON ME
21010 ★ 4-21010

FRED KIRBY
LOST
OUT OF MY MIND
21009 ★ 4-21009

LOIS HINDS
A FOOL
LOVING IN VAIN AGAIN
Okeh 6909 ★ 4-6909

STUART HAMBLEN
I GET LONESOME
OUR LOVE AFFAIR
21013 ★ 4-21013

GRASSHOPPER MacCLAIN
OKLAHOMA BILL
21014 ★ 4-21014

KNOWN ONLY TO HIM
IS HE SATISFIED
21012-s ★ 4-21012-s

COLUMBIA'S BEST SELLERS

JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
39811 ★ 4-39811

JO STAFFORD
EARLY AUTUMN
JAMBALAYA
39838 ★ 4-39838

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
39770 ★ 4-39770

JOHNNIE RAY
FAITH CAN MOVE MOUNTAINS
LOVE ME
39837 ★ 4-39837

ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-WILL
39710 ★ 4-39710

ROSEMARY CLOONEY
BOTCH-A-ME
ON THE FIRST WARM DAY
39767 ★ 4-39767

MARLENE DIETRICH and ROSEMARY CLOONEY
TOO OLD TO CUT THE MUSTARD
GOOD FOR NOTHIN'
39812 ★ 4-39812

PERCY FAITH
DELICADO
FESTIVAL
39708 ★ 4-39708

DORIS DAY and FRANKIE LAINE
SUGARBUSH
HOW LOVELY COOKS THE MEAT
39693 ★ 4-39693

SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE WONDER
39769 ★ 4-39769

LEFTY FRIZZELL
FOREVER
I KNOW YOU'RE LONESOME WHILE WAITING FOR ME
20997 ★ 4-20997

MITCH MILLER
MEET MISTER CALLAGHAN
HOW STRANGE
39851 ★ 4-39851

COLUMBIA RECORDS

Trade Marks "Columbia," "Okeh," "Masterworks," Reg. U. S. Patent Off. Marcas Registradas

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Pop Singles

. . . Based on reports received Sept. 3, 4 and 5

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records d numerically according to greatest sales. The "B" side of each record is also listed.

POSITION Weeks to date	Last Week	This Week	Record
6	2	1.	YOU BELONG TO ME..J. Stafford........ Pretty Boy Col(78)39811; (45)4-39811
13	1	2.	AUF WIEDERSEH'N, SWEETHEART ....V. Lynn............ From the Time We Say Goodbye London(78)1227; (45)45-1227
9	3	3.	WISH YOU WERE HERE ....E. Fisher-H. Winterhalter.. Hand of Fate V(78)20-4830; (45)47-4830—ASCAP
3	7	4.	I WENT TO YOUR WEDDING ....P. Page.......... You Belong to Me Mercury(78)5899; (45)5899X45—BMI
17	4	5.	HALF AS MUCH......R. Clooney........ Poor Whip-Poor-Will Col(78)39710; (45)4-39710—BMI
18	5	6.	HIGH NOON.........F. Laine.......... Rock of Gibraltar Col(78)39770; (45)4-39770—ASCAP
12	6	7.	BOTCH-A-ME ....R. Clooney........ On the First Warm Day Col(78)39767; (45)4-39767—BMI
3	8	8.	JAMBALAYA ....J. Stafford........ Early Autumn Col(78)39838; (45)4-39838—BMI
3	11	9.	MEET MR. CALLAGHAN ....L. Paul............ Take Me in Your Arms Cap(78)2193; (45)F-2193—ASCAP
2	14	10.	INDIAN LOVE CALL...Slim Whitman...... China Doll Imperial(78)8156; (45)45X8156—ASCAP
15	10	11.	SOMEWHERE ALONG THE WAY............Nat (King) Cole... What Does It Take Cap(78)2069; (45)F-2069—ASCAP
2	—	12.	YOU BELONG TO ME..P. Page......... I Went to Your Wedding Mercury(78)5899; (45)5899X45—BMI
3	23	13.	TRYING ....Hilltoppers .... You Made Up My Mind Dot(78)15018; (45)45-15018—ASCAP
2	15	14.	MEET MR. CALLAGHAN ....H. Grave Trio...... Intermezzo London(78)1248; (45)45-1248—ASCAP
1	—	15.	BECAUSE OF YOU.....M. Lanza......... Song the Angels Sing V(78)10-3914; (45)49-3914
16	9	16.	WALKIN' MY BABY BACK HOME.........J. Ray............ Give Me Time Col(78)39750; (45)4-39750—ASCAP
22	11	16.	DELICADO ....P. Faith-S. Freeman. Festival Col(78)39708; (45)4-39708—ASCAP
2	23	18.	YOU BELONG TO ME..D. Martin......... Hominy Grits Cap(78)2165; (45)F-2165—BMI
2	29	19.	TAKE ME IN YOUR ARMS AND HOLD ME.L. Paul-M. Ford.... Meet Mr. Callaghan Cap(78)2193; (45)F-2193
11	13	20.	SUGARBUSH ....Doris Day-F. Laine.. How Lovely Cooks the Meat Col(78)39693; (45)4-39693—ASCAP
5	26	21.	WALKIN' TO MISSOURI .... Kaye.......... One for the Wonder Col(78)39769; (45)4-39769—ASCAP
18	15	22.	HERE IN MY HEART...A. Martino......... I Cried Myself to Sleep BBS(78)101; (45)45-101—BMI
4	25	23.	TOO OLD TO CUT THE MUSTARD ....M. Dietrich-R. Clooney .... Good for Nothing Col(78)39812; (45)4-39812—BMI
10	27	24.	AUF WIEDERSEH'N, SWEETHEART ....E. Howard......... I Don't Want to Take a Chance Mercury(78)5871; (45)5871X45—ASCAP
14	16	25.	MAYBE ....P. Como-E. Fisher.. Watermelon Weather V(78)20-4744; (45)47-4744—ASCAP
6	21	26.	SHOULD I?...........Four Aces......... There's Only Tonight Dec(78)28323; (45)9-28323—ASCAP
10	17	27.	VANESSA ....H. Winterhalter.... Somewhere Along the Way V(78)20-4691; (45)47-4691—BMI
36	30	27.	BLUE TANGO........L. Anderson......... Belle of the Ball Dec(78)27875; (45)9-27875—ASCAP
6	21	29.	FOOL, FOOL, FOOL...K. Starr......... Kay's Lament Cap(78)2151; (45)F-2151
4	30	30.	LUNA ROSSA.........A. Dean.......... I'll Forget MGM(78)11269; (45)K-11269
3	—	30.	FEET UP............G. Mitchell-M. Miller.. Jenny Kissed Me Col(78)39822; (45)4-39822—ASCAP

• Best Selling Classical Albums

Best Selling 33⅓ R.P.M.

Last Week	This Week	Album
2	1.	Berlioz: Harold in Italy; W. Primrose, viola; Royal Philharmonic Ork, Sir Thomas Beecham, conducting.....Col (33) ML-4542
4	2.	DeFalla: Three Cornered Hat.....London (33) LLP-598
1	3.	Holst: Planets; BBC Symphony Ork, Sir Ardrian Boult, conductor......V (33) LHMV-1002
2	4.	Verdi: La Traviata (Complete Opera); L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, J. Peerce, M. Stellman, NBC Symphony Ork, & Chorus, A. Toscanini, conductor.....V (33) LM-6003
—	5.	Rachmaninoff: Concerto for Piano & Ork. No. 2; A. Rubinstein, piano; NBC Symphony Ork, V. Golschmann.....V (33) LM-1005

Best Selling 45 R.P.M.

Last Week	This Week	Album
2	1.	Tchaikovsky: Nutcracker Suite; Philadelphia Ork, E. Ormandy, conductor...V (45) WDM-1020
4	2.	Ravel: Bolero; Boston Symphony Ork, Koussevitzky, conductor........V (45) WDM-1220
1	3.	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Golschmann, conductor.....V (45) WDM-1028
3	4.	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor.....V (45) WDM-920
—	5.	Rachmaninoff: Concerto for Piano No. 2; St. Louis Symphony Ork, A. Rubinstein.....V (45) WDM-1075

DEALER DOINGS

Indie Diskeries

Leon Ferguson, of Ferguson's Record Shop, in Memphis, has forwarded us a copy of a letter sent to another dealer. In it Ferguson answers an apparent plea to bypass independent record companies and stick with the biggies. The dealer who wrote to Ferguson was of the opinion that the small diskeries should move out of the industry, since they cause special problems for dealers. Here is part of Ferguson's reply: "I think that anyone has a perfect right to start a record company if he wants to. On the other hand, you and I have the same right to buy or refuse to buy any record, regardless of label. I don't see how you can expect them (indies) to cut it out, any more than you would agree to your larger competitors deciding there were too many record dealers and want to put you out of business. Granted, we need the 5 per cent return on indie labels. But if they won't allow it, then don't stock the line. Or do as I do and buy only the one hit they have (which is all our local distributor sometimes buys on an indie label). As long as we have the right to refuse to buy anything, then it's up to us how we come out."

News and Views

Al Meyer, of Town and Country Music, Westwood, N. J., gives "cheers to RCA Victor for putting the titles on the spine of LP folders. It makes hunting for LP's so much easier." . . . **The Turntable Record Shop,** of Columbus, O., reports, with understandable glee that July business topped action the same month a year ago by 30 per cent. . . . On the other hand, **El Ray Music,** San Francisco, complains that "our summer business has hit a new low this year." . . . **Bill Bird,** of Gregory's Music Store, Plainfield, N. J., writes, "One of the most stimulating feelings for a dealer is to meet other record dealers, distributor and manufacturer executives and recording celebrities. It helps to create a more friendly attitude. Capitol has started it. Here's hoping we'll see more follow along." . . . From Safford, Ariz., **Dorothy H. Richards,** of Richards Music, relays the following observations: "A pox on Capitol for making Erna Sack albums unavailable on 45's. A bouquet to them for getting **Al Martino.** For shame on all record companies who penalize customers by charging 'by the carton,' since there is always at least one 'dog' included that nobody would otherwise buy."

VOX JOX

• *Continued from page 84*

a segment on which I us old tunes and artists, and it's sometimes difficult to get decent material." . . . **Ed Farron,** WKLO, Louisville: "My 'Night Shift' show has been extended several hours a week. More time to play the oldies that seem to be getting more requests now than ever before. Louisville seems to be going for the old bands of **Glenn Miller, T.** and **J. Dorsey, Harry James,** etc." . . . As a service to the many deejays who are programing disks that stir nostalgia in the breasts of their listeners, The Billboard this week kicks off a new little feature, "Yesteryears' Tops," listing the hits of just 10 years ago and five years ago this week. Notice it farther up this column. How do you like it, Jox?

• Best Selling Children's Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week	Record
5	1	1.	ROBIN HOOD (2) B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins......Cap(78)DBX-3138; (45)CBXF-3138
135	2	2.	CINDERELLA (2) I. Woods and Others.....V(78)Y-399; (45)WY-399
90	3	3.	TWEETY PIE (1) M. Blanc-B. May.....Cap(78)CAS-3074; (45)CASF-3074
44	6	4.	BOZO ON THE FARM (2) P. Colvig-B. May.....Cap(78)DBX-3076; (45)CBXF-3076
52	5	5.	SNOW WHITE AND THE SEVEN DWARFS Dennis Day.....V(78)Y-33; (45)WY-33
67	8	6.	PETER AND THE WOLF (2) Sterling Holloway.....V(78)Y-386; (45)WY-386
191	10	6.	BOZO AT THE CIRCUS (2) Alan Livingston-Vance (Pinto) Colvig.......Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
47	4	8.	HENERY HAWK (1) M. Blanc.....Cap(78)CAS-3098; (45)CASF-3098
72	10	8.	LITTLE ENGINE THAT COULD (2) P. Wing.....V(78)Y-384; (45)WY-384
58	14	8.	ALICE IN WONDERLAND (1) K. Beaumont-E. Wynn.....V(78)Y-437; (45)WY-437; (33)LY-1
68	8	11.	LONE RANGER, Vol. 1 (He Becomes the Lone Ranger) (1) G. Trendle.....Dec(78)K-29; (45)1-152
188	7	12.	LITTLE TOOT (1) Don Wilson-The Starlighters.. ....Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065
94	—	12.	BOZO UNDER THE SEA (2) Vance (Pinto) Colvig-Alan Livingston.....Cap DBX-99
19	—	14.	TEDDY BEAR'S PICNIC (1) F. De Vol.....Cap(78)CAS-3083; (45)CASF-3083
1	—	14.	BOZO HAS A PARTY (2) B. May Ork-P. Colvig.....Cap(78)DBX-3133; (45)CBXF-3133

• Best Selling Pop Albums

. . . Based on reports received Sept. 3, 4 and 5

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Best Selling 33⅓ R.P.M.

Last Week	This Week	Album
1	1.	WITH A SONG IN MY HEART J. Froman.....Cap(78)DDN-309; (33)L-309
2	2.	LOVELY TO LOOK AT Original Cast.....MGM(78)MGM-150; (33)E-150
3	3.	BIG BAND BASH B. May.....Cap(78)DCN-329; (33)L-329
4	4.	SINGIN' IN THE RAIN Original Cast.....MGM(78)MGM-113; (33)E-113
7	5.	WISH YOU WERE HERE Original Cast.....V(78)OC-1007; (33)OC-1007
5	6.	EDDIE FISHER SINGS E. Fisher.....V(78)P-3025; (33)LPM-3025
6	7.	JOHNNIE RAY J. Ray-Four Lads-B. Cole Quintet.....Col(78)C-288; (33)CL-6199
7	8.	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel..MGM(78)MGM-84; (33)E-559
9	9.	AN AMERICAN IN PARIS G. Kelly-G. Guetary-J. Green.....MGM(78)MGM-93; (33)E-93
—	10.	SUGAR BLUES C. McCoy.....Cap(78)CCN-311; (33)H-311

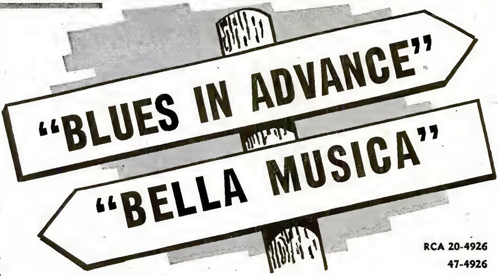
Best Selling 45 R.P.M.

Last Week	This Week	Album
1	1.	WITH A SONG IN MY HEART (4) J. Froman.....Cap(78)DDN-309; (45)KDF-309
2	2.	LOVELY TO LOOK AT (4) Original Cast.....MGM(78)MGM-150; (45)K-150
3	3.	BIG BAND BASH (3) B. May.....Cap(78)DCN-329; (45)KCF-329
6	4.	JOHNNIE RAY (4) J. Ray-Four Lads-B. Cole Quintet.....Col(78)C-288; (45)B-288
4	5.	EDDIE FISHER SINGS (4) E. Fisher.....V(78)P-3025; (45)WP-3025
5	6.	SINGIN' IN THE RAIN (4) Original Cast.....MGM(78)MGM-113; (45)K-113
10	7.	SHOW BOAT (4) Original Cast-K. Grayson-A. Gardner-H. Keel...MGM(78)MGM-84; (45)K-84
8	8.	DANCE TO THE TOP POPS (4) R. Flanagan.....V(45)WP-3084
7	9.	AN AMERICAN IN PARIS (4) G. Kelly-G. Guetary-J. Green.....MGM(78)MGM-93; (45)K-93
—	10.	LIBERACE AT THE PIANO (4) Liberace.....Col(78)A-860; (45)9-240

Nothin' Could Be Finer than . . .

DINAH SHORE

singing



RCA 20-4926
47-4926

This week's

New Releases

. . . on RCA Victor

Release 52-37

Ships Coast to Coast September 14

POPULAR

DINAH SHORE
Blues in Advance
Bells Musics 20-4926—(47-4926)*

FRANKIE CARLE
The Agnes Waltz
Mademoiselle 20-4928—(47-4928)*

VAUGHN MONROE
You'll Never Get Away
A Man's Best Friend Is His Horse 20-4942—(47-4942)*

LAWRENCE DUCHOW
I Love to Polka
Ski Waltz 20-4940—(47-4949)*

SACRED

THE DARNELL FAMILY
Service for the Lord
In the Shadow of the Cross 20-4935—(47-4935)*

COUNTRY — WESTERN

HOMER AND JETHRO
Child Psychology
The Billboard Song 20-4936—(47-4936)*

SONS OF THE PIONEERS
Let's Pretend
The Everlasting Hills of Oklahoma 20-4937—(47-4937)*

RHYTHM-BLUES

MR. SAD HEAD WITH BILLY FORD & HIS ORCH.
Mumbles Blues
Butcher Boy 20-4938—(47-4938)*

MICKI WILLIAMS WITH HOWARD BIGGS & ORCH.
How Do You Feel About Me
One Hundred Years From Today 20-4939—(47-4939)*

ALBUMS

Story Book Hardback Albums — Children's

ADVENTURES IN MUSIC—MELODY
With Bill Thomson and The Jud Conlon Singers. Music composed and conducted by Joe Dubin.
VY-4000—(WY-4000)*

WALT DISNEY'S PETER PAN
With Bobby Driscoll as Peter Pan
Kathryn Beaumont as Wendy
Music arranged by Norman Leyden
Conducted by Henri Rene
VY-4001—(WY-4001)*

*45 rpm cat. nos.

Going Strong...

$ . . indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

$ **Wish You Were Here/The Hand of Fate**
Eddie Fisher ....20-4830—(47-4830)*

$ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow ....20-4909—(47-4909)*

$ **Because You're Mine/The Song Angels Sing**
Mario Lanza ....10-3914—(49-3914)*

$ **I Laughed at Love/Father Time**
Sunny Gale ....20-4789—(47-4789)*

$ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter ....20-4691—(47-4691)*

$ **I'm Yours/Just a Little Lovin'**
Eddie Fisher ....20-4680—(47-4680)*

$ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher ....20-4744—(47-4744)*

$ **A Mighty Pretty Waltz/Two-Faced Clock**
Pee Wee King ....20-4883—(47-4883)*

$ **Hot Lips/Hotter Than a Pistol**
Spike Jones ....20-4875—(47-4875)*

$ **A Full Time Job/Shepherd of My Heart**
Eddy Arnold ....20-4787—(47-4787)*

$ **Sweethearts Holiday/My Love and Devotion**
Perry Como ....20-4877—(47-4877)*

$ **Got You On My Mind/One Mint Julep**
Buddy Morrow ....20-4868—(47-4868)*

$ **Doodletown Fifers/Azure-Te**
Sauter-Finegan Orchestra ....20-4866—(47-4866)*

$ **Lady's Man/Married by the Bible, Divorced by the Law**
Hank Snow ....20-4733—(47-4733)*

$ **Night Train/Vereda Tropical**
Buddy Morrow ....20-4693—(47-4693)*

Coming Up...

★ . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

★ **I WENT TO YOUR WEDDING**
Steve Gibson and the Red Caps............................20-4835—(47-4835)*
The Operators Pick, Billboard, September 6th issue.

★ **BECAUSE YOU'RE MINE**
Mario Lanza ....10-3914—(49-3914)
The Disk Jockeys Pick; The Retailer Pick, Billboard, September 6th issue

★ **A MIGHTY PRETTY WALTZ**
Pee Wee King ....20-4883—(47-4883)*
Country and Western Disk Jockeys Pick Billboard, September 6th issue.

TIPS **BLUES IN ADVANCE/BELLA MUSICA**
Dinah Shore ....20-4926—(47-4926)*

THIS WEEK'S MAILBAG

WISH YOU WERE WHERE?

If you, like practically everyone else in the record business, have been listening to the Eddie Fisher recording of WISH YOU WERE HERE, we hasten to inform you that Eddie is not referring to his present location in Korea. Recently, Eddie has been facing mud instead of microphones on a tour of Korea.

Eddie's first show was given before 1,500 patients in a hospital in Korea. He did some of the hit tunes he had recorded for RCA Victor, then asked for request numbers. His next show was given before 2,000 paratroopers. It was staged on the back of a tank carrier truck. Eddie was a little nervous, knowing that getting an unfavorable reaction from 2,000 paratroopers is no way to live to a ripe old age. The reaction was overwhelming favorable, however.

Eddie Fisher has been hopping around by plane and jeep in Korea as part of the 10th Service Combo, which is made up of Eddie Fisher, a quartet, a tap dancer, and a guitarist. His "theaters" range from quonset huts to open-air amphitheaters. The shows are put on in blazing beat, in tropical rain, and even in fair weather.

Eddie is also due to perform for United Nationa troops of Ethiopians, Thai, Turks, Australian and Belgi-. No matter what the language, we think that Fisher voice will get across to them.

Our undercover gag-man reported that one day Eddie found himself sloshing through the mud loaded down with G. I. equipment when a friend of his asked who had arranged to get him to Korea.

"Well," said Eddie, a trifle wistfully, "it was not Hugo Winterhalter arrangement."

But Eddie's WISH YOU WERE HERE disc for RCA Victor certainly is, as is his latest, OUTSIDE OF HEAVEN and LADY OF SPAIN.

The stars who make the hits are on **RCA VICTOR Records**

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Not One but 2 Smash Hits !!!

on 1 record

I WENT TO YOUR WEDDING

HANK SNOW

and his Rainbow Ranch Boys

THE BOOGIE WOOGIE FLYING CLOUD

written and recorded by Hank himself

RCA 20-4909; 47-4909

and Hank's new Sacred Release

"JESUS WEPT"

RCA #20-4856; 47-4856

Featured Star of WSM Grand Ole Opry and WSM-TV

Affiliated with

HILL & RANGE SONGS 407 Commercial Center, Beverly Hills, Calif.

Personal Management— **HUBERT LONG** NEW DUE WEST VALLEY RD., MADISON, TENN. Nashville 2-6635

NOTHIN' COULD BE FINER than... DINAH SHORE

Singing

RCA 20-4926
47-4926

RCA VICTOR RECORDS

IT'S GOTTA BE JUBILEE FOR '53

. . . and here's the reasons why

● RHYTHM & BLUES

★ THE ORIOLES

5092 See See Rider
Don't Cry, Baby

★ THE MARYLANDERS

5091 Make Me Thrill Again
5079 I'm a Sentimental Fool

★ BUDDY LUCAS

5094 You Belong to Me
Big Bertha

★ EDNA McGRIFF-SONNY TIL

5090 Once in a While
I Only Have Eyes for You

★ EDNA McGRIFF

5089 Pray for a Better World
In a Chapel by the Side of the Road
5087 It's Raining
5073 Heavenly Father

★ LITTLE SYLVIA

5093 I Went to Your Wedding
Drive, Daddy, Drive

★ SONNY TIL

5076 Proud of You

Watch this one
VIOLA WATKINS
5095 Really Real
Paint a Sky for Me

NEW RELEASES COMING UP BY .
★ THE RAY-O-VACS
★ THE TOP-NOTES
★ THE ENCHANTERS
★ BILLY PAUL

● POPULAR

★ LOU BARI

6012 Two Faced Clock

★ HAL KIPLING

6015 Mother Nature

WATCH FOR
★ DIXIE BRANDON
6018 My Baby's Coming Home
★ JACKSWANSON-DOTTIE TRAVIS
6014 Till I Waltz Again With You

★ DICK FREITAS

6013 Fiddlesticks
That Wonderful Love

★ TAD BRUCE

6016 When You Know You're Not Forgotten
Love Letters in the Sand

★ ALAN GERARD

6011 Toy-Gal
I Love Only You

Jubilee RECORD CO INC.
315 W. 47TH ST., NEW YORK, N. Y.

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

● Most Played Juke Box Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION Weeks to date	Last Week	This Week	
5	6	1.	YOU BELONG TO ME..J. Stafford........ Col(78)39811; (45)4-39811
12	2	2.	AUF WIEDERSEH'N, SWEETHEART ....V. Lynn............ London(78)1227; (45)45-1227—BMI
16	1	3.	HALF AS MUCH......R. Clooney........ Col(78)39710; (45)4-39710—BMI
6	4	4.	WISH YOU WERE HERE ....E. Fisher-H. Winterhalter.. V(78)20-4830; (45)47-4830—ASCAP
3	8	5.	I WENT TO YOUR WEDDING ....P. Page............ Mercury(78)5899; (45)5899X45—BMI
			(S. Kaye Ork, Columbia 39856; F. Wright, Savoy 360; S. Gibson-Red Caps, Victor 20-4835)
10	3	.	BOTCH-A-ME ....R. Clooney.......... Col(78)39767; (45)4-39767—BMI
16	5	7.	WALKIN' MY BABY HOME .... .J. Ray............ Col(78)39750; (45)4-39750—ASCAP
14	7	8.	MAYBE .. ..P. Como-E. Fisher... V(78)20-4744; (45)47-4744—ASCAP
3	11	8.	JAMBALAYA ....J. Stafford........ Col(78)39838; (45)4-39838—BMI
			(Music by Carmaratz Decca 28367; Moon Mullican, King 1106; Rex Allen-Nashville Dixielanders, Decca 28341; Neal Hefti-Francis Wayne Ork, Coral 60816; Hank Williams, MGM 11283)
6	16	10.	SHOULD I?..........Four Aces........ Dec(78)28323; (45)9-28323—ASCAP
			(G. Hormel MacGregor 1031)
3	10	11.	HIGH NOON ....F. Laine.......... Col(78)39770; (45)4-39770—ASCAP
1	—	11.	MEET. MR. CALLAGHAN ....L. Paul........... Cap(78)2193; (45)F-2193—ASCAP
			(Peter Todd Ork, MGM 30604; Mitch Miller Ork, Col 39851; The Melachrino Strings, V 20-4891; Chet Atkins, V 20-4896; The Harry Grove Trio, London 1248)
10	14	13.	AUF WIEDERSEH'N, SWEETHEART ....E. Howard.......... Mercury(78)5871; (45)5871X45—BMI
4	23	14.	INDIAN LOVE CALL...Slim Whitman...... Imperial(78)8156; (45)45-8156—ASCAP
			(R. Merrill-R. Peters, Victor 10-3786; L. Armstrong-G. Jenkins Ork, Decca 28076)
4	13	15.	FOOL, FOLL, FOOL...K. Starr.......... Cap(78)2151; (45)F-2151
3	23	1..	HAVE A GOOD TIME..T. Bennett......... Col(78)39764; (45)4-39764—BMI
			(Ruth Brown Ork, Atlantic 973; Billy Eckstine, MGM 11291)
3	27	16.	WALKIN' TO MISSOURI ....S. Kaye........... Col(78)39769; (45)4-39769—ASCAP
			(Russ Morgan Ork Decca 28351)
1	—	16.	I LAUGHED AT LOVE..Sunny Gale......... V(78)20-4789; (45)47-4789
1	—	19.	YOU BELONG TO ME..P. Page........... Mercury(78)5899; (45)5899X45—BMI
5	16	20.	TILL THE END OF THE WORLD ....Bing Crosby-G. Martin .... Dec(78)28265; (45)9-28265—ASCAP
			(Les Baxter Ork, Capitol 2205; The Pinetoppers, Coral 60811)
1	—	20.	BIM BAM BABY......F. Sinatra.......... Col(78)39819; (45)4-39819—ASCAP
			(J. Gayle-C. Stone Ork, Capitol 2200)
11	9	22.	SUGARBUSH ....Doris Day-F. Laine.. Col(78)39693; (45)4-39693—ASCAP
			(J. Marais & Miranda, Decca 28287)
2	19	22.	TOO OLD TO CUT THE MUSTARD........M. Dietrich-R. Clooney .... Col(78)39812; (45)4-39812—BMI
			(Dick Todd-Grady Martin, Decca 28314; Norm Houge Ork, JR R h Me 1431)
6	—	24.	SOMEWHERE ALONG THE WAY............Nat (King) Cole... Cap(78)2069; (45)F-2069—ASCAP
			(G. Ammons, Decca 28222; T. Bennett-P. Faith Ork, Columbia 39695; J. Gray Ork, Decca 28141; H. Winterhalter Ork, Victor 20-4691)
5	15	25.	AUF WIEDERSEH'N, SWEETHEART ....Ames Brothers..... Coral(78)60773; (45)9-60773—BMI
3	19	25.	TRYING ....Hilltoppers .... Dot(78)15018; (45)45-15018—ASCAP
			(Ella Fitzgerald-Bobby Orton's Teen-Aces, Decca 28375; Johnny Desmond, Coral 60823; Todd Rhodes Ork King 4556)
2	—	25.	STRING ALONG......Ames Brothers..... Coral(78)60804; (45)9-60804
19	11	28.	I'M YOURS ....E. Fisher-H. Winterhalter .... V(78)20-4680; (45)47-4680—BMI
			(R. Marterie Ork, Mercury 5852; T. Arden, Columbia 39737; L. Baxter-D. Beavers, Capitol 2102; J. Crawford, Decca 28234; D. Cornell, Coral 60690; Four Aces, Decca 28162)
17	23	28.	HERE IN MY HEART...A. Martino........ BBS(78)101; (45)45-101—BMI
1	—	28.	TAKE ME IN YOUR ARMS ....L. Paul-M. Ford..... Cap(78)2193; (45)F-2193
			(D. Day-P. Faith Ork, Columbia 39786)
1	—	28.	ZING A LITTLE ZONG.J. Wyman-Bing Crosby .... Dec(78)28255; (45)9-28255—ASCAP
			(O. Loudon, Victor 20-4792; R. Q. Lewis, MGM 11280; H. O'Connell, Capitol 2137)

PATTI PAGE
I Went To Your Wedding
And
"You Belong To Me"
MERCURY 5899·5899X45

EDDY HOWARD
"MADEMOISELLE"
And
"I Don't Know Any Better"
MERCURY 5898·5898X45

VIC DAMONE
"I REMEMBER YOU ROSANNE"
MERCURY 5877·5877X45

GEORGIA GIBBS
"So Madly In Love"
And
"Make Me Love You"
MERCURY 5874·5874X45

Patti Page Rusty Draper
"Release Me"
And
"Wedding Bells"
MERCURY 5895·5895X45

Jan August
AND JERRY MURAD'S
Harmonicats
"MEET MR. CALLAGHAN"
MERCURY 5900·5900X45

BILLY WILLIAMS
"Some Folks Do, Some Folks Don't"
And
"That's What I'm Here For"
MERCURY 5902·5902X45

Ralph Marterie Lola Ameche
"Takes Two To Tango"
And
"Ol' Man Mose"
MERCURY 5903·5903X45

RICHARD HAYES
"YO HO AND OFF WE GO"
"If God Can Forgive Me"
MERCURY 5896·5896X45

BOBBY WAYNE
'Because You're Mine'
And
'Madonna Of The Roses'
MERCURY 5897·5897X45

JIMMY PALMER
AND HIS ORCHESTRA
"TRYING"
And
"Down By The O-HI-O"
MERCURY 5904·5904X45

RUSTY DRAPER
"Gotta Have My Baby Back"
And
"Sing Baby, Sing"
MERCURY 5894·5894X45

XAVIER CUGAT
"Sun Sun Babae"
And
"OOOH"
MERCURY 5891·5891X45

GLORIA HART
"I Would Rather Look At You"
And
"Nickels, Quarters & Dimes"
MERCURY 5881·5881X45

EDDY HOWARD
"Auf Wiederseh'n"
And
"Take A Chance"
MERCURY 5871·5871X45

PATTI PAGE
"ONCE IN A WHILE"
MERCURY 5867·5867X45

SOPHIE TUCKER
"Some Of These Days"
And
"Life Is A Wonderful Thing"
MERCURY 5901·5901X45

JACKIE JOCKO
"Lover Come Back"
And
"Can't Get Too Far"
MERCURY 5889·5889X45

RAY CURA
"Mi Bella Mia"
And
"Tell Me You're In Love"
MERCURY 5888·5888X45

RAY SHAW
"The World Is Mine"
And
"Today, Tomorrow and Always"
MERCURY 5890·5890X45

DINAH WASHINGTON
"My Song"
And
"Half As Much"
MERCURY 8294·8294X45

JOHNNY OTIS
WITH MEL WALKER
"GYPSY BLUES"
And
"The Candle's Burning Low"
MERCURY 8295·8295X45

The RAVENS
"Rock Me All Night Long"
And
"One Sweet Letter"
MERCURY 8291·8291X45

PAUL BASCOMB
"MUMBLES BLUES"
And
"NONA"
MERCURY 8299·8299X45

Mercury RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The HIT MAKER*

red foley

Star Of Prince Albert
Grand Ole Opry NBC

Exclusive on Decca Records

★ Night Train To Memphis
★ Milk Bucket Boogie
★ Peace In The Valley
DECCA 14573
★ God's Little Candles
DECCA 28252

and

KISSES ON PAPER DECCA 28288

and

I GOTTA HAVE YOU

DECCA 28343

With Roberta Quinlan

* Thanks to My Friends the Operators

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Pops by Territories

. . . Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
4. BOTCH-A-ME—R. Clooney—Columbia
5. HALF AS MUCH—R. Clooney—Columbia
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. MEET MR. CALLAGHAN—H. Grove—London
8. BLUE TANGO—L. Anderson—Decca
9. HERE IN MY HEART—A. Martino—B.B.S.
10. HIGH NOON—F. Laine—Columbia

CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. YOU BELONG TO ME—D. Martin—Capital
5. JAMBALAYA—J. Stafford—Columbia
6. HIGH NOON—F. Laine—Columbia
7. VANESSA—H. Winterhalter—Victor
8. BOTCH-A-ME—R. Clooney—Columbia
9. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
10. INDIAN LOVE CALL—S. Whitman—Imperial

LOS ANGELES

1. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
2. HIGH NOON—F. Laine—Columbia
3. BOTCH-A-ME—R. Clooney—Columbia
4. HALF AS MUCH—R. Clooney—Columbia
5. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
6. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
7. WALKIN' MY BABY BACK HOME—Nat King Cole—Capitol

PHILADELPHIA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. BOTCH-A-ME—R. Clooney—Columbia
7. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
8. MEET MR. CALLAGHAN—H. Grove—London
9. HIGH NOON—F. Laine—Columbia

DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. HIGH NOON—F. Laine—Columbia
3. JAMBALAYA—J. Stafford—Columbia
4. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
5. HALF AS MUCH—R. Clooney—Columbia
6. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
7. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol

BOSTON

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. I LAUGHED AT LOVE—S. Gale—Victor
7. INDIAN LOVE CALL—S. Whitman—Imperial
8. BLUE TANGO—L. Anderson—Decca
9. MOCKING BIRD—Four Lads—Okeh

PITTSBURGH

1. INDIAN LOVE CALL—S. Whitman—Imperial
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. TRYING—Hilltoppers—Dot
7. STRING ALONG—Ames Brothers—Coral

SEATTLE

1. HIGH NOON—F. Laine—Columbia
2. HALF AS MUCH—R. Clooney—Columbia
3. TOO OLD TO CUT THE MUSTARD—R. Clooney-M. Dietrich—Columbia
4. MEET MR. CALLAGHAN—H. Grove—London
5. MEET MR. CALLAGHAN—C. Cavallaro—Decca
6. YOU BELONG TO ME—J. Stafford—Columbia

ST. LOUIS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
3. JAMBALAYA—J. Stafford—Columbia
4. BECAUSE YOU'RE MINE—M. Lanza—Victor
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capital

WASHINGTON, D. C.

1. YOU BELONG TO ME—J. Stafford—Columbia
2. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. SOMEWHERE ALONG THE WAY—Nat King Cole—Capital
7. JAMBALAYA—J. Stafford—Columbia

NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
3. JAMBALAYA—J. Stafford—Columbia
4. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
5. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
6. HIGH NOON—F. Laine—Columbia
7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
8. DELICADO—P. Faith—Columbia

ATLANTA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. BOTCH-A-ME—R. Clooney—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. HALF AS MUCH—R. Clooney—Columbia
5. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
6. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
7. TAKE ME IN YOUR ARMS AND HOLD ME—L. Paul & M. Ford—Capitol

DALLAS—FORT WORTH

1. HALF AS MUCH—R. Clooney—Columbia
2. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
3. YOU BELONG TO ME—J. Stafford—Columbia
4. JAMBALAYA—J. Stafford—Columbia
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. SOMEWHERE ALONG THE WAY—Nat King Cole—Capitol
7. HIGH NOON—F. Laine—Columbia

DENVER

1. HALF AS MUCH—R. Clooney—Columbia
2. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
3. HIGH NOON—F. Laine—Columbia
4. DELICADO—P. Faith—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
7. HERE IN MY HEART—A. Martino—B.B.S.

CINCINNATI

1. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
2. HALF AS MUCH—R. Clooney—Columbia
3. TRYING—Hilltoppers—Dot
4. YOU BELONG TO ME—J. Stafford—Columbia
5. I WENT TO YOUR WEDDING—P. Page—Mercury
6. AUF WIEDERSEH'N, SWEETHEART—E. Howard—Mercury
7. MEET MR. CALLAGHAN—L. Paul & M. Ford—Capitol
8. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
10. BOTCH-A-ME—R. Clooney—Columbia

I feel like a Nut

"I feel like a nut! I didn't register—so now I can't vote Nov. 4—the most important and exciting election in years! Registration is over in our town, so I've lost my chance . . . But you folks here still have time to register. Don't muff the chance."

(To find out WHEN, WHERE and HOW to register, phone your office in charge of elections, or City Hall, or County Court House.)

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Ruth Brown, Amos Millburn and **Willis Jackson** grossed $10,000 at a midnight dance in the Atlanta Auditorium on August 31. The dance was promoted by **B. B. Beamon.** Millburn is set for a week's stay at the Trocoveria Club in Columbus, O., beginning October 13.... **Buddy Johnson** and **Erroll Garner** open Friday (12) for a week in Washington's Howard Theater. . . . The **Ink Spots** head North of the border for a couple of weeks of theater dates, starting September 18 in Toronto at the Casino Theater and playing the Seville in Montreal the following week. . . . **Illinois Jacquet** goes into Detroit's Fox Theater for a week on September 19.

Gospel singer **Mahalia Jackson** was welcomed by 50,000 fans to Dayton, O., on her recent appearance. The local Memorial Hall was jammed with 5,000 for her evening concert. She will sing at Carnegie Hall on October 12.... **Larry Darnell** opens at the Club Poinciana in Atlanta for a week on September 15.... **Bullmoose Jackson** is booked for a week at the Cleveland Ebony Club with the same opening date.

Lynn Hope, back from his pilgrimage to Mecca, ushers in the fall season at the Showboat for the September 22 week.... Powelton Cafe brings in the **Sid Walker Sextet** for the new season at this Philadelphia dine-and-dance spot.... **Linwood Ewell Trio,** that includes the maestro on drums and bassist **Nat Lowman,** rounds out with a Hammond organ for the bowing stand at the Red Rooster in Philadelphia, with local pianist **Howard (Fingers) Whaley** handling the new instrument.... Frank Palumbo's new Click spot in downtown Philadelphia becomes the latest major spot in the territory to bring in r.&b. names. The spot kicks off on Monday (8) with **Dizzy Gillespie** sharing the spotlight with **Bill Darnell,** and for the September 15 week the Club has **Savannah Churchill** and **Dick Todd** as the twin headliners.

R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performances potential among the rhythm and blues records received this week:

OOH-OOH-OOH
Lloyd Price................Specialty 440

THERE'S ONLY 1 IVORY HUNTER

NEW YORK, Sept. 6. — Frank Schiffman, owner of Harlem's Apollo Theater, and Lou Leslie, of the Gale Agency, were walking down Lexington Avenue when the latter spied "Ivory Hunter," the current film on the marquee of a movie theater. "What terrible billing," said he. "How come?" queried Schiffman. "Any fool knows it's Ivory Joe Hunter," retorted Leslie. The Gale Agency books Hunter.

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IMPERIAL RECORDS CO., INC.
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● Most Played Juke Box Rhythm & Blues Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION Weeks to date	Last Week	This Week	Title	Artist	Label
9	3	1.	MARY JO	Four Blazers	United 114
8	5	2.	TING A LING	Clovers	Atlantic 969—BMI
16	1	3.	HAVE MERCY, BABY	Dominoes	Federal(78)12068; (45)45-12068
18	2	4.	LAWDY MISS CLAWDY	Lloyd Price	Specialty 428
2	6	5.	JUKE	Little Walter	Checker 758
5	—	6.	DON'T YOU CRY	J. Turner	Atlantic 970—BMI
3	10	7.	LET'S CALL IT A DAY	J. Thompson	King(78)4541; (45)45-4541—BMI
3	—	8.	CALL OPERATOR 210	F. Dixon	Aladdin 3135
1	—	8.	NIGHT AND DAY	R. Milton	Specialty 438—BMI
4	4	10.	CALL OPERATOR 210	J. Otis-M. Walker	Mercury(78)8289; (45)8289X45
2	7	10.	DADDY, DADDY	Ruth Brown	Atlantic 973—BMI
3	—	10.	I'LL DROWN IN MY TEARS	Sonny Thompson	King(78)4527; (45)45-4527—BMI

● Best Selling Retail Rhythm & Blues Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records

POSITION Weeks to date	Last Week	This Week	Title	Artist	Label
16	3	1.	LAWDY MISS CLAWDY / Mailman Blues	Lloyd Price	Specialty 428—BMI
8	1	2.	TING A LING / Wonder Where My Baby's Gone	Clovers	Atlantic 969—BMI
6	4	3.	MY SONG / Follow the Rules	J. Ace	Duke 102
17	1	4.	HAVE MERCY, BABY / Deep Sea Blues	Dominoes	Federal(78)12068; (45)45-12068
2	7	5.	DADDY, DADDY / Have a Good Time	Ruth Brown	Atlantic 973—BMI
9	5	6.	MARY JO / Mood Indigo	Four Blazers	United 114
7	9	7.	I'LL DROWN IN MY TEARS / Clang, Clang, Clang	Sonny Thompson	King(78)4527; (45)45-4527—BMI
19	8	8.	GOIN' HOME / Reeling and Rocking	Fats Domino	Imperial(78)5180; (45)45-5180
8	6	9.	CALL OPERATOR 210 / Wine, Wine, Wine	F. Dixon	Aladdin 3135
1	—	10.	YOU KNOW I LOVE YOU / You Didn't Want Me	B. B. King	Modern 363

● Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

RHYTHM & BLUES Record Reviews

OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR

CALVIN BOZE

BLOW, MAN, BLOW 82--83--81--82
ALADDIN 3147—Side shapes as a likely effort, what with the fine chant-job Boze awards the lyrics and the driving backing by the Maxwell Davis ork. This one can happen.

LOOPED 79--80--77--80
Here's another one that could take off. Novelty ditty about a guy who's had more than one too many is done to a turn by the chanter. A strong entry.

THE CHECKERS

OH, OH, OH, BABY 80--80--80--80
KING 45? —This is the side which could get the heavy action. It's a bounce item with the lead bass driving the group thru the rendition.

FLAME IN MY HEART 78--78--78--78
No matter the group's name on the label, this could very well be the Dominos as the label tries to double the release schedule of the latter group by issuing some on King. In any event, this is a likely platter.

HADDA BROOKS

I WENT TO YOUR WEDDING 80--81--79--79
OKEH 6910—Miss Brooks' rich voice comes thru beautifully on this new ballad. Tune looks to have potential in this field as well as others. Thrush's interpretation may make it for her.

MY SONG 70--70--70--70
Thrush has a fine plaintive quality in her voice which makes this a strong interpretation. Ork sets a bluesy background.

THE RAVENS

ROCK ME ALL NIGHT LONG...78--78--76--80
MERCURY 8291—Hopping beat is solid and the combo gives the repetitive lyrics a rousing send-off. Bass of the Ravens is stand-out. A good side that's due for spins.

WRITE ME ONE SWEET LETTER 76--77--74--77
Romantic ditty is styled in the group's individual manner for a waxing that should appeal to many. There's a spanking beat thruout.

JIMMY HUFF

SHE'S MY BABY 78--79--77--79
RPM 366—Set at a fast tempo Huff comes thru with a fine performance on a first-rate item.

TORTURE, TEARS AND PAID 74--75--73--75
Huff impresses as a good blues shouter as he sells an above average opus with sincerity.

RHYTHM & BLUES Record Reviews

OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR

PINEY (KOKOMO) BROWN

YOU MADE ME THIS WAY 76--77--74--75
ATLAS 1023—Brown shouts his way thru a blues weeper for a side that should come for a fair amount of action.

TALKING ABOUT YOU 74--75--72--75
Piney Brown cuts a strong rendition of one of his own riff-ditties. Off-beat handclaps spark the solid beat.

MELVIN SMITH

BABY I'LL BE THERE 75--76--74--74
Victor 20-4907—Slow ballad is sung strongly by Smith. Backing adds interest.

I'M OUT OF MY MIND 73--73--72--73
Fast blues item is shouted effectively by the singer. Ork drives hard behind him.

"LITTLE" EDDIE KIRKLAND

THAT'S ALL RIGHT 74--74--74--74
RPM 367—Kirkland combines the deep South with big city shouting for an okay platter.

IT'S TIME 74--74--74--74
More of the same.

BIG HIT of 1952!
#5199—BLAZER BOY—45x5199
"JOE'S KID SISTER"
"MORNIN' TRAIN"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

A BRAND New HIT!
#5202—T-BONE WALKER—45x5202
"BLUES IS A WOMAN"
"STREET WALKING WOMAN"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

CLIMBING FAST!
"SPARROW'S FLIGHT NO. 2"
and
"BOUDOIR BOOGIE"
by JOHNNY SPARROW
and his Bows & Arrows
GOTHAM
G 284

WATCH IT GO TO NUMBER 1
"MUMBLES BLUES"
by
BOBBY LEWIS
CHESS #1518
CHESS 750 E. 49th Street Chicago 15, Illinois

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"INDIAN LOVE CALL"
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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

LADY OF SPAIN....................Eddie Fisher-Hugo Winter-
OUTSIDE OF HEAVEN.............. halter Ork...........
.................RCA Victor 20-4953

Fisher has a pair of sides here that have every indication of continuing his unbroken string of clicks. He pulled the stops out on his reading of "Lady of Spain" and is backed by an exciting Winterhalter arrangement full of surging brasses and agitated strings. . . . "Outside af Heaven" is a beautiful slow ballad which Fisher sells tenderly over a subdued orking. Margaret Whiting also has an excellent recording on Capitol.

WHO KISSED ME LAST NIGHT.......Rosemary Clooney-Percy Faith Ork...........
.....................Columbia 39813

A lovely new ballad finds the songstress in a fine sentimental groove and she sells lyrics persuasively. A fine Percy Faith orking sets a gentle backdrop. Flip side has Miss Clooney reviving "Blues in the Night" in solid style.

TAKES TWO TO TANGO...........Louis Armstrong........
........................Decca 28294

This one was made for Sachmo. It's a bouncy, rollicking rendition which the fabulous one gets as big a kick out of doing as will anyone who hears it. Flip side is a strong reading of "I Laughed at Love."

THE GLOW WORM...............Mills Brathers..........
........................Decca 28384

The revival af the oldie has been dressed up with new Johnny Mercer lyrics. The Mills Brothers deliver it brightly for a side that should catch an quickly.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be

1. BECAUSE YOU'RE MINE......................Mario Lanza.............Victor 10-3914
2. SDME FOLKS 00 AND SOME FOLKS DON'T.......Eileen Barton...............Coral 60833
3. YOU'LL NEVER GET AWAY.....................Don Cornell-Teresa Breewr....Coral 60829
4. MARILYN ....Ray Anthony................Capitol 2207
5. TRYING ....Ella Fitzgerald..............Decca 28375

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be

1. MY LOVE ANO OEVOTION......................Perry Como.............Victor 20-4877
2. TRYING .... Ella Fitzgerald.............Decca 28375
3. CARMEN'S BOOGIE .... Andrews Sisters...........Decca 28342
4. JAMBALAYA .... ank Williams ....MGM 11283
5. SAY "OU'LL WAIT FOR ME l Martino.................Capitol 2185

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based an a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. BECAUSE YOU'RE MINE......................Mario Lanza.............Victor 10-3914
2. MY LOVE ANO OEVOTION......................Perry Como.... ....Victor 20-4877
3. ADIOS .. ..Giselle MacKenzie..........Capitol 2156

• The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below Based an a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I WENT TO YOUR WEDOING....................Hank Snow..............Victor 20-4909
2. BLACKBERRY BOOGIE.........................Tennessee Ernie.............Capitol 2170
3. BY THE WATERS OF THE MINNETONKA..........Slim Whitman............Imperial 8163
4. FOREVER ....Lefty Frizzell............Columbia 20997
5. HOW COLO HEARTEO CAN YOU GET?...........Hank Thompson.............Capitol 2169

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Exclusive on COLUMBIA RECORDS

*For all these Weeks on The Billboard's Country & Western Charts...

17 Weeks....Mr. Moon .... High Spot #5 Oct. 6, 1951
20 Weeks....Let's Live a Little .... High Spot #3 July 21, 1951
26 Weeks....Don't Just Stand There........ High Spot #1 May 17, 1952
30 Weeks....Let Old Mother Nature Have Her Way... High Spot #1 May 3, 1952
18 Weeks....Are You Teasin' Me........ and It's a Lovely, Lovely World High Spot #1 July 3, 1952

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IT'S A LOVELY, LOVELY WORLD and ARE YOU TEASIN' ME!
Columbia 20922

and a **BRAND NEW RELEASE . . .**

OUR HONEYMOON
and
SING HER A LOVE SONG

COLUMBIA 21008

JAMES DENNY— WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.

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The Musical Genius of ONE MAN bringing you the Sensational Music of a FULL JAZZ BAND....

RAY McKINSTRY

The One Man Band

Presenting the most exciting record in decades

"HORA STACATTO SWING"

b/w

"DINAH"

U-128

Three months in its conception. . . . Less than five minutes of total listening. One of the finest recordings yet produced on any label.

United wishes to thank Bill Putnam, of Universal Studios, whose co-operation and studio facilities joined in producing this superb recording.

5052 Cottage Grove — United RECORD COMPANY — Chicago

THE BILLBOARD Music Popularity Charts

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POPULAR Record Reviews

(Ratings: OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR)

KEVIN O'SULLIVAN (Dick Menning Ork)
IKE ....62..62..62..62
CARNIVAL 7000—This is strictly a political piece with O'Sullivan listing all of Eisenhower's qualifications and the reasons for his becoming the next president. Republicans might buy and disk jockeys and ops might use as programing alongside a democretic counterpart.
SOMEDAY YOU'LL NEAR MY SONG ....59..59..59..59
Ballad is given an okay handling by the crooner with the Manning ork providing a rhythmic backing.

TENNESSEE ERNIE-ELLA MAE MORSE
I'M HOG-TIEO OVER YOU ....82..82..81..82
CAPITOL 2215—Newly teamed by the label, Miss Morse and Ernie combine on a novelty which is set to a driving pace by Cliffie Stone's arr Lyrics are humorous and ara punched across well by the two.
FALSE-HEARTED GIRL ......78..78..78..78
The dua take turns on the lyrics and occasionally get together in some real close harmony. The Stone band sets a fast and interesting boogie beat.

NAT ([illegible]) COLE
I'M NEVER SATISFIED ....86..86..86..86
CAPITOL 2212—Cole has a powerful novelty ballad here and he makes the most of it in this exciting side. Rendition has a happy sound and the chanter gets backing full of bounce and sparkle. This one should get off the ground last and zoom high.

BECAUSE YOU'RE MINE ....84..84..84..84
The beautiful ballad from the title flicker is given a warm and relaxed reading here. Its contrast to the "big" renditions also available should please a good many. There's plenty of potential here too.

DON CORNELL-TERESA BREWER
YOU'LL NEVER GET AWAY ...86..87..84..84
CORAL 60829—Another charming novelty, this with a tongue-twisting refrain, shapes ns potent item in this happy rendition by Don and Teresa. Spins galore are in store and the loot should be plentiful.
THE HOOKEY SONG...........80..82..79..79
Cute novelty import with a polka beat is delivered with charm by the twosome. Jukes and jocks should like and the side seems slated for a good many spins.

KAY STARR
COMES A-LONG A-LOVE ......86..86..86..86
CAPITOL 2213—The thrush has a bouncing rhythmic item adepted from a Rossini overture and she drives from start to finish with exciting vitality Should be big one for the gal.
THREE LETTERS.............79..80..80..77
Story ballad is ebout a guy who has let success go to his head. Miss Starr hands it an intense and sincere performance. But weeper sentiment, with which it is liberally sprinkled, may meke it hard ta take for some.

EILEEN BARTON
SOME FOLKS 00 ANO SOME FOLKS 0ON'T 84..85..82..85
CORAL 60833—Out of the r.&b. catalog, this rhythmic ditty starts out with a bang and doesn't let up until the final groove. Thrush turns in a swinging rendition over e raucous ork backing. Here's a platter that should prove a lucrative effort for the gal.
EASY, EASY, BABY ....74..74..70..78
Miss Barton does a powerful sales job on the ditty that did mighty fine ns an r.&b. waxing. Jukes are the best bet here.

MARGARET WHITING (Lou Busch Ork)
ALONE TOGETHER............82..83..82..81
CAPITOL 2217—The strength of love is the theme af this fine effort by the chanteuse. It's a very strong reading which could go far for her. Lou Busch and his ark support her in sparkling fashion.
OUTSIDE OF HEAVEN........80..82..77..79
Miss Whiting sings about lost love in a moving rendition that's full of heart. The Busch band adds another fine assist Both sides should get a lot of action.

MILLS BROTHERS
THE GLOW-WORM............85..85..85..85
DECCA 28384—The oldie has been spiced up with a new and cute set of lyriss by Johnny Mercer. The vocal combo, to gentle backing by the McIntyre ork, delivers it at a pleasant bounce end in a manner sure to win the side a bundle of spins.
AFTER ALL ....78..79..76..79
Slow and easy chanting by the combo of the sweet, romantic ballad mekes for an effort that should please many. The tempa picks up a bit mid-disk for a neat change of pace.

JUNE VALLI (Narry Salter Ork)
TABOO .... 79..80..79..78
VICTOR 20-4900—A provocative orking by Salter gives this a Near East setting. Drum beats are heavy thruout. Miss Valli adds an exciting vocal. It's an interesting item which could catch some attention.
MIGHTY LONESOME FEELING .... 76..76..76..75
Thrush reads this sentimental tune tenderly. The Salter ork backs her quiatly and includes some nice guitar work.

NARRY BELAFONTE
JERRY .... 75..78..73..75
VICTOR 20-4892—Belafonte continues ta impress with his readings of well-known folk material. His chanting on this public domain item is just fine.
MAN SMART .... 75..78..73..75
This time Belafonte takes a calypso item for a slick vocal ride.

DANNY KAYE (Gordon Jenkins Ork)
ANYWHERE I WANDER ......79..80..78..79
DECCA 28379—The beautiful Frank Loesser ballad from the movie "Hans Christian Andersen" is read with true sentiment by Kaye. Tune has simple and immediate appeol. If it makes it, this effort should share substantielly in the loot.
WONDERFUL COPENHAGEN ...75..76..76..73
Kaye, star of the forthcoming pic, chants a waltz ditty from the flick in his accustomed style. Productian-styla backing is provided by the Gordon Jenkins chorus and ork.

CONNEE BOSWELL-ARTIE SNAW
WHERE'S SMOKE TNERE'S FIRE ....79..81..77..79
DECCA 28377—Shaw's clarinet tones weave all around the melody as the thrush hands the beautiful ditty a warm interpretation. A fine mood platter that should aarn many spins.
MY LITTLE NEST OF HEAVENLY BLUE ....75..77..73..75
The oldie from the operetta, "Frasquita," is awarded a most tasteful revival by Miss Boswell. She's supported in style by Shaw and his Gramercy Five. Ideal program wax.

JERRY GRAY ORK
ANCHORS AWEIGN ....77..80..74..78
DECCA 28382—A rousing swingy rendition of the Navy song by the Gray ork. The Skylarks add a jumpy vocal. Band really steps out in last chorus. Great for deejays during the coming football season. A must for operators with college locations.
ON, BRAVE OLD ARMY TEAM ....76..80..73..78
Ditto on this side. Skylarks add a whistling chorus in the best tradition of West Point. Topnotch drum break et the end..

VAUGHN MONROE
A MAN'S BEST FRIEND IS NIS NORSE.................77..78..77..76
VICTOR 20-4942—Tune is from the Republic horse-opera "Toughest Man in Arizona," in which the ork laader stars. It's a bouncy ditty with verses sung by Monroe with all hands chiming in on the choruses.
YOU'LL NEVER GET AWAY....80..81..79..79
This is a pleasant novelty ditty with a two-way vocal effort. Miss Talent tells how she'll get away with Monroe enswering how he'll catch her The Moonmaids join in for the choruses.

TRUDY RICHARDS
I'M NEVER SATISFIED ......77..77..75..79
DECCA 28389—Trudy Richards turns in one of her best warble jobs to date on this bouncy rhythm item. Effart is full of sparkle and drive and should please spinners. A fine juke disk.
SOME FOLKS DO AND SOME FOLKS DON'T ......75..76..73..76
The rhythm novelty is sold strongly by the thrush. If tune makes it, this one should come in for a nice share of the action.

DANNY KAYE-JANE WYMAN (Gordon Jenkins Ork)
THUMBALINA .... 77..78..76..77
DECCA 28380—Tune from the forthcoming movie "Hans Christian Andersen" which sters Danny Kaye He handles it in his bright fashian with a rousing choral backing and a lilting Jenkins orking. Tune would do well as kiddie item. Ops will like timing (1:44).
NO TWO PEOPLE ....75..75..75..75
Tune is from the same pic and features Jane Wyman along with Kaye. The two have a ball with the lyriss. The Jenkins ork helps it along.

JUDY LYNN (Ray Bloch Ork)
I CRIED FOR YOU ....77..78..75..76
CORAL 60827—The old favorite is handled nicely by the thrush with the assistance of the Sweetland Singers and a sparkling job by the Bloch ork.
I'VE BEEN KISSED BEFORE .... 75..75..74..75
Miss Lynn sings in unison brightly with herself thru an echo chamber. Orking by Ray Bloch is great. Tune is from flick "Affair in Trinidad."

ART LUNO
CINCINNATI OING DONG.....77..79..76..76
CORAL 60834—Novelty ballad inspired by the shipment of obsalete trolleys to Hang Kong should pull smiles from many. Lund does a fine job. Deejays should award it a bundle of spins.
GOING DOWN TO THE RIVER ....75..75..73..77
This is the mournful ditty, first waxed by r.&b. artist Little Caesar, about suicide over unrequited love. Lund, new to the label, turns in a moving reading. As the first pop version of the bluesy item, this etching should come for some special notice.

FRANK PETTY TRIO
ST. LOUIS BLUES ....77..80..74..78
MGM 11305—A first-class waxing of the Handy tune. It features the flying fingers af Mike Di Napoli at the keyboard. It drives all the way and keeps building. Jockeys and ops should have a fine time with it.
CONGRATULATE ME ....71..71..71..71
The Petty Trio wraps up another aldie in nice fashion. Petty takes the vocal and Di Napoli sparkles at the piano.

LAWRENCE WELK
MEET MISTER CALLAGNAN...76..75..77..76
CORAL 60828—The new English tune is given a rousing play by the Welk ork. It's an interpretation which fans of the ork will go for.
FLIRTATION WALTZ ....75..75..75..75
Waltz is set to a medium-fast tempo by the ork with an arrangement that is both listenable and danceable.

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POPULAR Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

LEROY NOLMES ORK
THE GYPSY IN MY SOUL 72--73--70--72
MGM 11304—Good instrumental reading of a familiar tune which should please the terpers.
THE GIRLS ARE MARCHING...72--75--70--71
This is the ditty chosen by the Defense Department to help recruit women into the Armed Services. Three Beaus and a Peep handle the vecal for the Holmes ork reading.

GEORGE BLEDSOE (Stephen McNeil Ork)
WHEN APRIL COMES AROUND 69--73--65--67
CAVALIER R13—A lush ork supports baritenor Bledsoe on a nice new ballad. The chanter uses some of Sinatra's old vocal tricks as an identifying sound gimmick.
NOOFBEATS 65--70--63--63
This is a Western ballad and much less interesting. Vocal and orchestral effect is the same.

THE FREDDY COLE TRIO
THE JOKE IS ON ME 68--68--68--68
TOPPER 204—Singer has modeled his style after that of King Cole and shows to niee advantage on this slow ballad.
NO CRAZY KIDS 65--65--65--65
Bouncy ditty is sung brightly by Cole with nice instrumentetion helping out.

SAUTER-FINEGAN ORK
MOONLIGNT ON TNE GANGES 76--81--76--72
VICTOR 20-4927—An extremely imaginative arrangement of the oldie. The full ork is brought into play and all instruments including percussion are well showcased. In addition, it has a wonderful bouncy rhythm thruout. Jockeys will love it.
APRIL IN PARIS 75--80--75--71
New trappings on this evergreen make for an interesting item. It starts off very brightly and then segues into a mood interpretation. It then builds up to a crescendo and ends on the moody side. It's an unusual waxing that should get plenty of spins.

TOMMY TUCKER ORK
I DON'T WANT TO SET THE WORLD ON FIRE 76--77--74--77
MGM 11320—Ditty is taken at a gentle bounce by the ork, with some fine chanting by male combo and chirp Karen Rich. Good program wax, both for jukes and jocks.
I LOVE YOU 75--75--75--75
The sentimental ditty is read sweetly and tenderly by vocal trio to stylish orking by Tucker. Another good side. Fine for terping.

JIMMY YOUNG
FAITH CAN MOVE MOUNTAINS
LONDON 1235—The lovely new tune is sung with feeling by Young who is new to the label. The Goodwin ork adds a lush accompaniment. If tune heppens, this should catch a share of the loot.
I'LL NEVER BE TNE SAME 74--75--74--72
The English singer handles this slow ballad in nice style aided by a standout ork backing.

JONNNY MERCER (Billy May Ork)
MEMPHIS IN JUNE 75--76--73--76
CAPITOL 2218—Mercer cuts a warm interpretation of the nostalgic ballad, in slow tempo. The May ork supports him in style.
HELLO OUT THERE, HELLO ...74--76--73--73
Novelty, perhaps inspired by flying saucers, is a musical invitation to visitations from space inhabitants. It's a cute effort, ably done by Mercer and May. Deejays should appreciate.

BARBARA RUICK-CARLETON CARPENTER
NO TWO PEOPLE 75--76--74--75
MGM 11314—Miss Ruick and Carpenter combine nicely on the tune from "Hans Christian Andersen." The Skip Martin ork adds a lilting backing.
WHEN YOU'RE WALKING IN THE RAIN 73--74--73--72
Mo pleasant harmonizing by the duo with another good assist from the Martin band.

TED NEATN ORK-LITA ROZA
MEET ME ON THE CORNER...75--76--72--77
LONDON 1251—There's plenty of lile in this rhythmic opus as etched here by the warbler and the Heath ork. Side should please the jocks and da fine on the jukes.
BLACKPOOL BOUNCE 72--73--71--72
The English import displays the Heath ork to good advantage and Lita Roza chirps prettily. Tune is pretty and platter might wirl some.

LORRY RAINE (Clif Parman Ork)
PUDGY 75--77--75--73
UNIVERSAL 5620—Cute ditty about a kid with the usual attributes and failings of youngsters is read with appealing sentiment by the warbler. It's the kind of material that has sleeper potential and Miss Raine's rendition will please many.
WON'TCNA STAY 70--71--68--71
Miss Raine displays a pleasing vocal personality in this etching of the romantic pleader.

DICK BEAVERS (Harold Mooney Ork)
MY TNRILL 75--76--73--76
CAPITOL 2220—The re-styled Latin oldie is sung persuasively by Beavers. His warm rendition over the smooth ork job by Mooney should win the side some atttention.
DICK BEAVERS (Les Baxter's Ork)
RIDE, COWBOY, RIDE 70--70--70--70
Inspirational ballad about cowboys, replete with hoofbeats backing and big chorus, might do as the musical signature for a Western flick classic. But on wax it sounds somewhat pretentious.

RICKY VALLO
AS SURE AS THERE'S A HEAVEN 74--75--72--75
MGM 11315—Big-styled ballad gets an okay reading by Vallo.
FORGIVE AND FORGET 72--73--72--71
The musical appeal for reconciliation is delivered tenderly by the chanter. Backing is appropriately moody.

POPULAR Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

DON CHERRY
IT'S BEEN SO LONG, DARLING 74--75--73--74
DECCA 28368—Cherry, the golfer, turns in a slick reading of the country item penned by Ernest Tubb.
SILVER DEW ON THE BLUE GRASS TONIGNT 75--75--73--74
More semi-country material and the result is the same.

STAN KENTON ORK
BEENIVE 74--78--73--70
CAPITOL 2214—Tune consists of an interweaving of instrumentation around a basie four-bar melody. It's a typical Kenton waxing which his fans and deejays should like.
STAROUST 72--76--70--70
The Kenton ork tries its hand at the number one, all-time pop song with pleasing results. Should eateh spins.

JACK FINA ORK
RINKY DINKY MELODY 74--75--72--75
MGM 11307—An attractive hokey item with the ork delivering a gang-sing vocal replete with whistling and Fina pounding the piano.
PASTA FAZOOLA 71--72--68--72
This is just another, lightweight hunk of material based on Italian food. The ork puts spirit into the rendition, but it may be wasted effort.

BILL FARRELL
A SINNER KISSED AN ANGEL 74--76--73--74
MGM 11310—Typical Farrell reading of a fine song. Missing, however, are some of the more abvious Farrell tricks—all to good advantage.
MARIA MIA 71--73--70--71
Ditty with a retentive melody and ordinary lyric idea is handed another typical Farrell go.

JIMMY YOUNG
IF I HAD WINGS 73--74--73--72
LONDON 1254—The new artist handles this slow ballad well in a semi-big-voiced style. The orchestra under the direction of Ronnie Goodwin sets a neat backdrop.
AS LONG AS I LIVE 72--73--72--71
Crooner gives this lovely ballad a very tender reading with his vibrato-filled voice. A shimmering arrangement by the Goodwin ork helps make this side a line start for the new artist.

CHILDREN'S Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

BASEBALL SERIES 75--NS--75--NS
GEORGE KELL, RITCHIE ASHBURN, BOBBY THOMSON, NED GARVER, Columbia PV R04-7;—Since Columbia issued its last batch of baseball dope on wax, it has come up with a couple of improvements that should make the little 33-cent disks even more useful to diamond hopefuls. The front of the liners still carry full-color pictures of the stars, suited for pinups, but on the back of the envelopes there are now detal diagrams of how to make the plays. There are also capsule biograhpies of the players. The present release, available as singles, serves up the following talent: George Kell advises on how to play the "hot corner;" Ritchie Ashburn gives the low-down on base running; Bobby Thomson tells of batting fundamentals, and Ned Garver affere pointers on pitching. All are expertly done, with the advice sure to improve junior's baseball proficiency. Alert dealere will keep these disks in mind eome next spring, altho some business might be done year round.

NORMAN ROSE
BUILD ME A HOUSE 77--77--77--NS
(Parts 1 & 2)
CHILDREN'S RECORD GUILD 3018 — The polished cast here includes Sally Sweetland, Audrey Marsh, Arthur Melvin, Percy Dove and Rose. Disk is a dramatic play, telling the story of a home being built for the Jones family. It is for the school-age set.

CHILDREN'S Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

NORMAN ROSE-EUGENE LOWELL SINGERS
RNYME-ME-A-RIDDLE 80--80--80--NS
(Parts 1 & 2)
CHILDREN'S RECORO GUILD 1025—A eleverly worked out method to help youngsters increase their vocabulary is presented in game and song style here. Trick calls for the kids to guess the answer to the riddle alter a series of hints. As usual, the diskery has come up with a strong group of performers and a first-rate orchestration.

HOT JAZZ Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

MILT JACKSON QUARTET
TRUE BLUES 73--73--73--73
HI-LO 1412—The boys create a pleasant atmosphere as they work over the Jackson original. Jackson at the vibes is dominant thruout
SOFTLY AS IN A MORNING SUNRISE 71--71--71--71
The quartet is heard in a quiet and moody rendition of the beautiful standard.

LU WATTERS
SWEET GEORGIA BROWN.....72--72--72--72
MERCURY 11090—The evergreen gets taken for a bouncy ride by the small combo. Jazz collectors might give a listen.
IRISN BLACK BOTTOM.......69--69--69--69
More of the same, but not as bright as top-side.

NORMAN GRAN2
JAZZ AT THE PNILNARMONIC—
PERDIDO (Part 1 & 2) 79--82--80--75
MERCURY 11011—Starring in another of the Granz series of on-the-spot waxings are Illinois Jacquet, Flip Phillips, Bill Harris, Howard McGhee, Jo Jones, Ray Brown and Hank Jones. Collectors of JATP wax will be familiar with the fabulous Phillips tenor solo on side one. It was the highlight from one of the previously released albums. Side two features a boppish McGhee trumpet solo, only slightly less effective.

SACRED Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

THE CROSSROADS QUARTET
SOMEBOOY'S KNOCKING 78--78--78--78
MGM 11317—Fine harmonizing set to a jaunty rhythm makes this a fine sacred item. Group blends well.
I KNOW THERE'S A CROWN FOR ME 76--77--76--76
Group follows thru on this side with another bouncy reading of a religious song.

THE MELLOWMEN
HIS ARMS ARE OPEN TO EVERYONE 75--75--75--75
DECCA 28371—The Mellowmen combine smoothly in a quiet and effective reading. Novachord accompanies.
I WALKED INTO THE TNE GAROEN 73--73--73--73
More of the same.

SPIRITUAL Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

THE SALLY MARTIN SINGERS
GET AWAY JORDAN.........73--73--73--NS
DOWN BEAT 401—The group's chanting on a gospel ditty is smooth and in keeping with the serious mood.
JESUS, I LOVE YOU..........73--73--73--NS
More of the same here.

SPIRITUAL Record Reviews

OVER-ALL | DISK JOCKEY | RETAILER | OPERATOR

SISTER FOSTER
I'M SEALED 77--77--77--NS
SWING TIME 309—The Sister sounds like a first-rate lead shouter and handles the religious theme with fine backing from the congregation.
REV. O. P. SMITH
WHAT TO DO WNEN TROUBLE COMES 72--72--72--NS
There's plenty of the revival meeting spirit here and the Reverend delivers a spiritual message to his flock a ig Reverend Kelsey. The disk, however, doesn't wind up the striking congregational chant expected.

Royalty Dispute

• Continued from page 18

writers. Those who object to this clause now ask that they be permitted to treat writers according to either plan, at the publisher's option, except that all songs of any one writer be treated consistently.

These conditions have been tagged unacceptable by SPA. William Klein, who has been handling the negotiations for SPA in the absence of Schulman, stated: "It would be an expression of bad faith for it (SPA) to modify an agreement that was accepted not only by two regular committees (of both organizations), but was also ratified by the governing bodies of SPA and MPPA."

Among those who didn't return completed documents to SPA were some 30 publishers who asserted that their firms were founded too recently for the proposals of the compromise to have application. Included are such publisher firms as those headed by Howard S. Richmond and Walt Disney. The SPA-MPPA proposals affect only pre-1947 conditions.

Some Exceptions

The firms of the Music Publishers Holding Corporation also failed to return completed contracts, but under conditions that were deemed reasonable by SPA execs. The Warner Group claimed it had entered into written agreements with its writers on the use of lyrics in folios, etc., and thus were exempt from the "pay-up" provisions of the new proposals. This out was permitted in the compromise pact.

Another special case was that of the E. H. Morris firm. The publishing concern said it plans to sign the pact, but will hold it in escrow until such time as writers retract withdrawal notices filed earlier with the company. The hassle between the writers and Morris developed some time ago and also concerned the audit situation.

While no action by the writers will be taken prior to the next confab of the SPA Council, the cleffers are expected to take a firm stand. This has become more apparent since it is known that many writers felt their association had given away more than it received in the compromise agreement and are committed to a stand of no further concessions.

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4527
45-4527

THE SWALLOWS
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YOU LEFT ME
4525
45-4525

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MOON GLOW
AIN'T MISBEHAVIN'
4550
45-4550

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ROCKET 69
POSSESSED
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45-4528
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SNUFF DIPPER
4556
45-4556

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Folk (Country & Western) Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION Weeks to date	Last Week	This Week	Title	Artist / Record
6	1	1.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells ....Dec(78)28232; (45)9-28232
22	2	2.	WILD SIDE OF LIFE	Hank Thompson ......Cap(78)1942; (45)F-1942—BMI
2	5	3.	JAMBALAYA	H. Williams ..MGM(78)11283; (45)K-11283—BMI
6	3	4.	FULL TIME JOB	E. Arnald .....V(78)20-4787; (45)47-4787—BMI
15	4	5.	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson ......Cap(78)2063; (45)F-2063—BMI
4	—	6.	INDIAN LOVE CALL	Slim Whitman Imperial(78)8156; (45)45X8156—ASCAP
17	5	7.	ARE YOU TEASING ME?	Carl Smith .....Col(78)20922; (45)4-20922—BMI
16	7	8.	ALMOST	G. Margan .....Col(78)20906; (45)4-20906—BMI
16	—	9.	HALF AS MUCH	Hank Williams ..MGM(78)11202; (45)K-11202—BMI
8	8	10.	LADY'S MAN	Hank Snow ....V(78)20-4733; (45)47-4733—BMI
8	8	10.	THAT HEART BELONGS TO ME	W. Pierce ....Dec(78)28091; (45)9-28091—BMI

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio

• Best Selling Retail Folk (Country & Western) Records

. . . Based on reports received Sept. 3, 4 and 5

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION Weeks to date	Last Week	This Week	Title / Flip	Artist / Label
8	1	1.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS / I Don't Want Your Money	K. Wells / Dec(78)28232; (45)9-28232
4	4	2.	JAMBALAYA / Window Shopping	Hank Williams / MGM(78)11283; (45)K-11283—BMI
23	2	3.	WILD SIDE OF LIFE / Cryin' in the Deep Blue Sea	Hank Thompson / Cap(78)1942; (45)F-1942—BMI
8	3	4.	FULL TIME JOB / Shepherd of My Heart	E. Arnold / V(78)20-4787; (45)47-4787—BMI
7	5	5.	INDIAN LOVE CALL / China Doll	Slim Whitman / Imperial(78)8156; (45)45X8156—ASCAP
9	8	6.	THAT HEART BELONGS TO ME / So Used to Loving You	W. Pierce / Dec(78)28091; (45)9-28091—BMI
12	7	7.	WAITING IN THE LOBBY OF YOUR HEART / Don't Make Me Cry Again	Hank Thompson / Cap(78)2063; (45)F-2063—BMI
20	9	8.	ALMOST / You're a Little Doll	G. Morgan / Col(78)20906; (45)4-20906—BMI
11	6	9.	LADY'S MAN / Married by the Bible, Divorced by the Law	Hank Snow / V(78)20-4733; (45)47-4733—BMI
17	10	10.	ARE YOU TEASING ME? / It's a Lovely, Lovely World	Carl Smith / Col(78)20922; (45)4-20922—BMI

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The Record Exchange

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received Sept. 3, 4 and 5

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION Weeks to date	Last Week	This Week	Title	Artist	Label
5	1	1.	JAMBALAYA	Hank Williams	MGM(78)11283; (45)K-11283—BMI
9	2	2.	FULL TIME JOB	E. Arnold	V(78)20-4787; (78)47-4787—BMI
9	4	3.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec(78)28232; (45)9-28232
15	6	4.	ARE YOU TEASING ME?	Carl Smith	Col(78)20922; (45)4-20922—BMI
6	7	4.	INDIAN LOVE CALL	Slim Whitman	Imperial(78)8156; (45)45X8156—ASCAP
27	5	6.	WILD SIDE OF LIFE	H. Thompson	Cap(78)1942; (45)F-1942—BMI
16	3	7.	THAT HEART BELONGS TO ME	W. Pierce	Dec(78)28091; (45)9-28091—BMI
13	9	8.	LADY'S MAN	Hank Snow	V(78)20-4733; (45)47-4733—BMI
22	10	9.	ALMOST	G. Morgan	Col(78)20906; (45)4-20906—BMI
1	—	9.	FORTUNES IN MEMORIES	E. Tubb	Dec(78)28310; (45)9-28310—BMI

• Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

FOLK Record Reviews

(Ratings: OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR)

HANK SNOW
I WENT TO YOUR WEDDING 88--88--88--88
VICTOR 20-4909—Tune seems to be headed for the top in the pop field and this interpretation by Snow could follow the same pattern in the country market. It's one of Snow's best efforts and should go a long way.
THE BOOGIE WOOGIE FLYING CLOUD 85--85--85--85
The warbler is back to his more familiar kick of rhythm railroad songs on this side. This one really moves with a driving tempo set by the guitars and a fine vocal by Snow. This is a very strong disk.

HANK WILLIAMS
SETTIN' THE WOODS ON FIRE 86--86--86--86
MGM 11318—Cute ditty about a night on the town is warbled in fine fashion by Williams to tasteful, bouncy backing. This should be a big one for the chanter.
YOU WIN AGAIN 83--83--83--83
Williams has penned a tuneful rural weeper here which he projects with that combination of sincerity and warmth which has won him his many loyal followers. A good side.

CURLEY DAULTON
A LITTLE AT A TIME 77--80--74--76
COLUMBIA 20995—The label's latest country chanter addition could break thru as did several others for Columbia. Daulton injects much heartfelt vocalizing, but with a touch of the pop crooner. With some more exposure Daulton could create quite a stir.
PLEASE LEAVE ME ALONE...77--80--74--76
Same comment.

GRADY MARTIN ORK
I WENT TO YOUR WEDDING 80--81--79--80
DECCA 28398—The top-notch Western group does fine by the big pop hit. Waltz tempo is danceable and Cecil Bailey hands the vocal a smart reading. Good coverage for the market.
YOU BELONG TO ME 78--79--77--78
Same here.

SKEETS McDONALD
BIG FAMILY TROUBLE 75--78--73--75
CAPITOL 2216—Humorous reading of the sad(?) story about a married man whose wife just loves raising a big family. Good for lots of spins.
DON'T LET THE STARS GET IN YOUR EYES 73--74--70--74
Okay chanting on an okay hunk of rhythm material.

GENE O'QUIN
TENNESSEE TALKIN' DOLL...72--73--70--73
CAPITOL 2210—Lightweight ditty is handed an appropriate go by the chanter.
YOU'RE GONNA BE SORRY....72--73--70--73
More of the same here.

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THE BILLBOARD Music Popularity Charts

• Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

FOLK Record Reviews

(Ratings: OVER-ALL -- DISK JOCKEY -- RETAILER -- OPERATOR)

BOB NEWMAN
GREETINGS 77--78--75--78
KING 1108—A timely piece of material should draw some coin. Newman reads off a rhythmic chant which tells the story of getting that notice from the draft board.
TONIGHT'S THE NIGHT 75--76--73--76
Routine country bounce material gets a routine reading.

TEX WILLIAMS
SWEET LITTLE BOOGALIE ...76--78--75--75
VICTOR 20-4897—Novelty tune about a Cajun gal is talked and sung by Williams with gang vocalizing and hand-clapping in the background. Fine instrumentation. Deejays will get a kick out of this.
MIRACLE WALTZ 75--76--74--75
Slow waltz is sung dolefully by the warbler. Chimes add a churchy note. Band sets a quiet backing.

TEXAS JIM ROBERTSON
LIFE PASSED ME BY 76--77--74--77
VICTOR 20-4906—There's some powerful deep chanting by the low-voiced Robertson on this etching. Ditty has a mournful set of lyrics but is delivered with a happy bounce. A good side.
BLUE EYED ELLEN 73--74--71--74
Robertson turns in a fine reading of the sentimental waltz-ballad. He's supported nicely by the ork and a fem vocal combo.

TERRY PRESTON
ARE YOU AFRAID 75--75--75--75
CAPITOL 2211—Preston delivers a meaningful vocal on an above average country ballad with an attractive lyric idea.
I'M ONLY WISHING 75--75--75--75
Another good effort from Preston on another good piece of material.

BLACKIE CRAWFORD
JUMP, JACK, JUMP 74--74--72--76
CORAL 64138—The rural rhythm opus is chanted easily by Crawford to bouncy support by the string band. Should spin some in the coin phonos
FALLEN ANGELS 68--69--67--68
Okay ballad is read warmly by Crawford.

JACK HUNT
SEND ME THE PILLOW 73--75--71--73
CAPITOL 2209—A love ditty penned by Hank Locklin provides a good vehicle for Hunt
STANDING OUTSIDE 71--73--69--71
Hunt had a hand in writing this waltz which comes close to "Tennessee Waltz" in many ways, but not close enough to do more than be compared with click in an unfavorable light. The chanting is good enough, tho

ELLIS AND BILL
MY LITTLE HOME IN WEST VIRGINIA 72--72--72--72
VICTOR 20-4905—Here's a country instrumental played with pep and plenty of spirit by the combo It's good for plenty of turns around the dance floor. Juke gains should be in store.
SLEEPY EYED JOE 72--72--72--72
Same goes here.

BUD AND BETTY BRYANT
LET'S CHANGE PARTNERS . .71--71--71--71
MGM 11302—The husband and wife duo harmonize pleasantly while the band adds a bouncy accompaniment.
COME A LITTLE CLOSER 68--68--68--68
Sentimental oatune is sung wistfully by the pair to the accompaniment of quiet but effective instrumentation. It's actually more on the pop side than country.

JACK RIVERS
ONE WOMAN MAN 69--70--68--69
LISTEN 1441—Rivers does nicely by this slight ditty about a guy who's faithful to only one.
NAVY HOT ROD 60--60--60--60
Story ballad about the Navy will probably have limited appeal as projected here in talk-style by Rivers.

CHUCK WELLS
CAREFREE KISSES 65--65--65--65
KING 1109—Nothing special here as Wells delivers a so-so reading of country ballad which sounds like dozens of previous efforts.
COLD HANDS AND WARM HEART 65--65--65--65
More of the same.

KENNY ROBERTS
HONKY TONK SWEETHEART...78--79--78--77
CORAL 60818—Roberts makes the "bird-in-the-gilded-cage" lyrics of the brand new ditty sound as tho they were penned by a Nashville team instead of Carmen Lombardo and Sunny Clapp Could get some action with this one.
A MIGHTY PRETTY WALTZ....78-78--78--78
The active country waltz is treated to a good reading from Roberts which should get some of the action for the chanter tho there are stronger and earlier versions on the market.

EDDIE HAZELWOOD
EVERYBODY'S GOT A RIGHT TO CHANGE THEIR MIND......76--76--74--78
INTRO 6058—This country rhythm opus with cute lyrics has a novelty twist. Should do okay on rural jukes.
THERE'S NO TWO WAYS ABOUT IT 74--75--72--74
Hazelwood has penned a happy, romantic ditty and he delivers it easily for a pleasant side

BILLY WALKER
IF I SHOULD LIVE THAT LONG 76--77--75--76
COLUMBIA 20994—An effective weeper is handed a strong reading by Walker, as he puts a lot of feeling into the poignant lyrics.
ONE HEART'S BEATIN' ONE HEART'S CHEATIN'....73--74--73--72
Good job by Walker on a clever effort, played in medium tempo. A pleasant item.

RUSTY McDONALD
YOU GOT THE RIGHT NUMBER 76--77--74--77
INTRO 6061—This one bounces along merrily from start to finish. It's a happy musical reply to the moody message of the flip. McDonald warbles it energetically
CALL OPERATOR 210.... ..72--73--70--73
Country version of the blues ballad is given a convincing reading by the chanter Some action may be created in Southern areas

WEBB PIERCE
BACK STREET AFFAIR.......75--76--74--75
DECCA 28369—The warbler turns in a strong performance on this sorrowful weeper, with the right amount of dolefulness in his voice as he tells about his sad back street affair.
I'LL ALWAYS TAKE CARE OF YOU 72--72--71--73
Pierce sells this okay weeper in big-voiced style, telling how much he loves his girl.

LONZO AND OSCAR
GOODBYE LITTLE DARLIN' NO. 2 75--77--73--75
DECCA 28363—As usual the boys have a yockful take-off on the well-known country item. It figures to do as well as most of their other and earlier waxings.
HONKY TONK SWEETHEART 75--77--73--75
The backwoods sound is fairly effective in a new ditty penned by Carmen Lombardo and Sunny Clapp

SHEB WOOLEY
YOU NEVER CAN TELL.......75--76--73--75
MGM 11308—Appeal here is wider than on the topside Wooley handles the lyrics neatly for a good performance
A COWBOY HAD OUGHT TO BE SINGLE............73--74--72--73
Wooley and the male group do nicely by an attractive verse-chorus item for the Western market.

GOLDIE HILL
DON'T SEND NO MORE ROSES 71--73--69--70
DECCA 28355—Miss Hill figures to do about as well as most fem singers in the country market—and no better.
WHY TALK TO MY HEART....71--73--69--70
Ditto.

LAURA LEE-DICKIE McBRIDE
HEARTLESS 70--73--67--70
MGM 11311—The boy-girl team display a smooth but unexciting style for a routine reading of an above average country ballad with some pop appeal.
THO IT MAY BE A LONG TIME 70--73--67--70
Different material, but the result is the same.

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FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Tennessee Ernie Ford has had his ABC web show extended from 30 minutes to one hour daily. Ernie's frau, **Betty**, was expecting at press time. Ford is set for three weeks at the Thunderbird, Las Vegas, Nev., opening in late November. Ernie, **Speedy West** and other friends will make up a hunting party into Utah in October. . . . **Marty Landau** did big business the week-end of September 30, with **Dude Martin** and his TV Gang playing their debut dates Friday and Saturday. **Merle Travis** and his new band are working Sundays regularly at the Riverside Rancho, Los Angeles. Landau has **Carl Smith** coming out for 10 Coast dates in October. **Smokey Rogers** is rumored breaking up his band, which had been working at Rogers' Bostonia Ballroom, San Diego. Rogers will rejoin the **Rex Williams** Western Caravan, with Williams' ork working week-ends at the Bostonia.

Pal Thibodeaux (4 Star), who formerly played guitar with **Bill Nettles'** band, is now serving with the Army in Korea. En route overseas, Pal formed a Western band aboard ship with **Neal Merritt**, who also cut for 4 Star and gave six shows on the high seas for which he received an official commendation from his superior officers.

Lou Epstein, manager of **Jimmie Skinner**, reports that their new disk shop at 222 East Fifth Street, Cincinnati, is progressing well. They are still airing an hour show daily over WNOP, Covington, Ky. . . . **Orvel Prophet** (Decca), who is residing in Edwards, Ont., reports that **Wilf Carter** got him his Decca pact. He got his first show break from Bill Shepherd, of CFRA, Ottawa. . . . **George Morgan** will cut a disk session for Columbia with **Rosemary Clooney** in Nashville September 12. . . . **Bill Bailey**, the emsee and talent promoter from Chicago, is spending several weeks on the Coast scouting talent for future editions of the "Old American Barn Dance," the TV film series put out by Kling Studios Chicago.

Tommy Mooney, Kenova, W. Va., has a new release on a new label, Floto. . . . The **Eames Bishop** vs. **Bob Wills** suit in Superior Court, Los Angeles, is currently involved in an attempt by **Edythe Jacobs**, Wills' attorney, to get the case moved to Sacramento. Wills is reportedly getting set to re-open his Wills Point amusement center. . . . **Bill Martin**, Atlanta, reports that **Dapper Dan** conducted a listeners' poll of favorite artists, with **Carl Smith**, **Lefty Frizzell**, **Kitty Wells**, **Hank Williams** and **Hank Thompson** finishing in that order. Dan is heard daily on WTJH, East Point, Ga. . . . **Bob and Wanda Wolfe**, KGFL, Roswell, N. M., worked a couple of dates with **Lefty Frizzell**, with whom they started in radio in Roswell, N. M., in 1946. They report that Lefty has **Lee Millet**, new Columbia warbler, as emsee, along with his brother, **Billy**, who is now on Decca. Frizzell is considering several movie offers. **Ray Sheffer**, who owns the Eddy County Barn Dance, Carlsbad, N. M., is promoting Frizzell's date in that area.

Jim Halsey, youthful manager of **Hank Thompson**, is setting a battle of bands, pitting Thompson vs. Lefty Frizzell at the Memorial Hall, Independence, Kan., September 25. The bands will play an early evening 90-minute show and concert at $1 per, while later the same night, they'll work a three-hour dance at $1.50 per. **Jimmy Goodman**, KIND, Independence, is plugging Thompson and d. j. **Bobby Lee**, KGGF, Coffeyville, Kan., is plugging Frizzell for the date. Thompson has added **Bobby Crayton**, ex-**Leon Payne** fiddle. Thompson is considering a radio and TV offer from an Oklahoma City outlet. He may also wind up with a commercial show on the Mutual web.

Hank Harral, formerly heard on KWFT, Wichita Falls, Tex., is now broadcasting one and one-half hours a day over KCLV, Clovis, N. M., and is also doing a series of one-nighters in that area with his **Palomino Cowhands**. . . . **Bill Long** and his trio, with **Madeline Bonin** on bass, playing to capacity houses nightly at the Antlers Hotel, Colorado Springs, Colo. . . . **Don Gibson**, formerly heard on RCA, has been signed by Columbia and will cut his first sides for that label soon. . . . **Mac Wiseman** (Dot), after touring thru the East, is now being heard regularly via WNOX, Knoxville, Tenn.

Jack Shelton and his **Green County Boys** now doing a series of personal appearances thru Tennessee. . . . **Red Murphy** and his wife, **Bessie Lou**, formerly on WRVA, Richmond, Va., where Red produced the "Atlantic Barn Dance," have moved to WNOX. Duo also will appear at the Greater Houston County Fair, Dothan, Ala., October 27-November 1.

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the country and Western records received this week.

I'M HOG-TIED OVER YOU
Tennessee Ernie-Ella Mae Morse .... Capitol 2215

FOREVER
Lefty Frizzell .... Columbia 20977

Disk Jockey Doings

Bill Sweda, WCMY, Ottawa, Ill., likes the new Capitol interview disks for pacing his shows. . . . **Lee Petrich**, KONO, San Antonio, interviewed the nurse who attended his wife at the August 11 birth of their daughter, **Pamela**. . . . He also taped early wails of the infant for his show. . . . **Jimmy Wakely** has converted his six-and-a-half acres on Lankershim Boulevard, Van Nuys, Calif., into truck gardening. He has purchased a tractor and is set for a big fall harvest. . . . **Ollie Cook**, the gal d. j. at WSIP, Paintsville, Ky., is moving to WNXT, Portsmouth, O., where she and **Fred Cook** start early in September. They intend to start a live talent jamboree for the new outlet. . . . **Harry Baldwin**, WGAA, Cedarstown, Ga., reports he is taking new likely disks and trying to build them as hits in his area. He wants all new releases.

George Duck has replaced **Bruce**

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Wilson, WWPF, Palatka, Fla., as Wilson has returned to his seminary studies at the Baptist Seminary, Louisville. . . . **Biff Collia**, WNUZ, Houston, reports that his wife, **Little Marge** (Columbia) is recovering from a severe back injury. . . . **Tom Parryman**, KSIJ, Gladewater, Tex., emseed the fiddling contest at Big Sandy, Tex. . . . **Sheriff Tex Davis**, WLOW, Norfolk, has added 10 hours to his weekly sked by tapping recordings and his patter to WELS, Kinston, N. C. The Grand Ole Opry show, September 22, at Foreman Field, Norfolk, did 9,000 people. **Carl Smith**, **Henk Snow**, **George Morgan**, **Autry Inman**, **Kenny Marvin**, **Johnny and Jack**, **Minnie Pearl**, **Del Wood** and **Kitty Wells** headlined. . . . **Uncle Joe Johnson**, WPOQ, Mt. Airy, N. C., reports that the many acts at the station will commute between WPAQ and WSJS, Winston-Salem, N. C., after early September. . . . **C. V. (Red) Jones**, KVET, Austin, Tex., reports that a discovery of his, **Jerry Green**, is under consideration for a pact with Specialty Records. Jones will manage him. . . . **Carl Shook**, WKYW, Louisville, reports that **Sue Thompson** is going east to work the Grand Ole Opry and will guest with **Pee Wee King** on his radio and TV shows. **Norm Riley** and King are promoting a giant h.b. show at Louisville fairgrounds September 21. Cast already includes **Carl Smith**, **Kitty Wells**, **Johnny and Jack**, **Ray Price**, **Autry Inman**, **Pee Wee**, **Redd Stawart**, **Neal Burris**; **Jimmie Logsdon**, the WINN, Louisville, d. j., now with Decca; **Randy Atchar**, **Cactus Jack Brooks** and Shook as emsee. Shook wants autographed pix of the artists for his collection.

Mack Sanders, KFBI, Wichita, Kan., reports that big names are playing his town regularly. . . . **Clarence Kneeland**, the Jewitt City, Conn., d. j., reports that King Records is now supplying free interview disks. King has disks with **Cowboy Copas** and **Ann Jones**. . . . **Bob Jeanby**, KLMS, Lincoln, Neb., reports that after eight weeks, his one-hour daily shows are sold out. . . . **C. V. Jones**, KVET, Austin, Tex., likes **Slim Willet's** 4 Star disking of "Don't Let the Stars Get in Your Eyes." . . . **Cliff Rogers**, WHKK, Akron, reports that his WHKK Jamboree did 10,000 at the home-coming picnic, Strongsville, O., August 23. **Eddy Wayne** (Dome) headlined. . . . **Hal Durham**, KNOX, Knoxville, reports that **Louis Chiles** is now emseeing the station's "Country Playhouse," featuring **Granpappy Campbell**. **Cousin Clyde** has joined the station's d. j. corps.

Dave Hendricks, WBUX, Doylestown, O., has added weekly shows at WHOL, Allentown, and WPAZ, Pottstown. . . . **John Utley**, WFMY, Greensboro, N. C., has started a big three-hour Saturday jamboree and could use some traveling bands and singers. He wants service from Decca, MGM and Columbia to fill out his 30 hours of spinning per week. . . . **Paul Entress**, WTXL, West Springfield, Mass., reports that **Slim Whitman's** "Indian Love Call" has surpassed any other big records previously on his show, getting as many as 20 requests per day for the number. . . . **John Leplay**, WHHM, Memphis, reports that **Margie Pritchard**, WMPS librarian, was injured in an accident recently. **Paul Buskirk**, ex-**Eddie Hill**, is reorganizing a band.

Johnny Hatchcock, KAMQ, Amarillo, Tex., reports that new Decca warblers **Waldon Allard** and **Jess Williams** are members of **Bunny Briggs'** band, where they've worked for the past six years at the local Avalon Club. He reports that the local Clover Club is playing traveling names. . . . **Murray Nash**, of Acuff-Rose, reports that **Joe Clerk's Corn Crib** is in its fourth year at KVON, Napa, Calif. . . . WCAX, Burlington, Vt., is now back at country disks. . . . **Gane Burns**, formerly at WCNB, Connersville, Ind., has moved to WLCK, Camobellsville, Ky. . . . **Ted Kirby**, WZOB, Fort Payne, Ala., is working with the **Childars Brothers**, now with Texas label. . . . **Peck Rowell**, WJHO, Opelika, Ala., reports that **Kitty Mann** has reeived her release from Tennessee Records and has inked with King Records. Rowell and his Covered Wagon Boys are doing a daily recorded show over WTUS, Tuskagee, Ala.

Bob Nelson, WEAU, Eau Claire, Wis., says his top requests are **Hank Williams** and **Eddy Arnold**. . . . **Potato Pete Hunter**, Houston area d. j., was married recently. . . . **Bill Mack**, KWFT, Wichita Falls, Tex., reports that **Lafty Frizzell** and his brother, **Billy Frizzell**, are playing dates together. . . . **Leroy Woodard**, WVJS, reports that **Marga Collie**, wife of d.j. Biff, has a big Columbia number, "If I Loved a Liar."

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Cornell Signs

● *Continued from page 18*

calls for him to start work on a musical short, September 15. The flickery has options for his appearance in two pictures a year for seven years. The musical short will be made in lieu of a screen test.

Coral's new contract with the singer, who has hit strongly with several waxings in recent months, gives Cornell a minimum guarantee of $15,000 a year. The pact goes into effect July 1, 1953, when his present termer expires.

The signing of Monet by Decca took place during a recent meeting on the West Coast between Rackmil and Jimmy Hilliard, the diskery's a.&r. chief. The singer is expected to receive his first promotional push via diskings.

Col. Drops Price

● *Continued from page 18*

tors the difference between the new and old 45 lists on purchases dating back to August 1. It was at that time that dealers and distributors began placing orders under the diskery's fall merchandising plan. Distributors are expected to pass on the rebate to dealers with 45 stocks on hand.

Columbia's new price applies only to 4-disk sets. However, the waxery has released very few albums containing either more than four or less than four records in the affected categories.

THE BILLBOARD Music Popularity Charts

• Other Records Released This Week

Records released up to deadline time, but not reviewed, are listed here according to record title.

POPULAR

Anniversary Waltz, The—The Chordettes (Basin Street Blues) Columbia 48069
Baby, It's Cold Outside—Louis Armstrong-Valma Middleton (That's My Desire) Decca 28372
Basin Street Blues—The Chordettes (Anniversary Waltz, The) Columbia 48069
Burrito Man—Ramon Noval Ork (Jungle Mist) Listen 1437
Come Hell or High Water—Vic Damone (Girls Are Marching, The) Mercury 5878
'Deed I Do—Lester Young Ork (In a Little Spanish Town) Mercury 8992
Georgia—Norm Hoagy Ork (If You Would Only Be Mine) Listen 1433
Girls Are Marching, The—Vic Damone (Come Hell or High Water) Mercury 5878
Goin' Home—Harry James Ork (The Melancholy Trumpet) Columbia 39846
Hail the Navy—Norm Hoagy Ork (Seattle Song) Listen 1443
Hey Jim—James Moody Ork (Until the Real Thing Comes Along) Mercury 8290
If You Would Only Be Mine—Norm Hoagy Ork (Georgia) Listen 1433
In a Little Spanish Town—Lester Young Ork ('Deed I Do) Mercury 8992
I've Been Kissed Before—Blue Barron Ork (The Whispering Serenade) MGM 11312
Jungle Mist—Ramon Noavl Ork (Burrito Man) Listen 1437
Just One More Kiss—Harvey Harding (Sweetheart Like You, A) Jubilee 6010
Malihini Mele—Bill Osborne (Sweet Leilani) Listen 1439
Melancholy Trumpet, The—Harry James Ork (Goin' Home) Columbia 39846
Mariana—Bob Hart-Waltar Scott Ork (You Came to Me, Dear) Crescendo 119
My Darling, I Love You—Bob Hart-Walter Scott Ork (Serenading Susie) Crescendo 112
My Dreams Are Getting Better All the Time—Jack Rivers (Rosetta) J R Ranch 1428
My Love, My Life—Jane Froman (No) Capitol 2219
No—Jane Froman (My Love, My Life) Capitol 2219
On the Sunny Side of the Street—Lionel Hampton Ork (12th Street Rag) Victor 420-0014
Only You Will Never Know—Lee Lawrence (Tonight Beloved) London 1228
Puppy Love—Lu Ann Simms (Percy Faith Ork) (When It's Just About September) Columbia 39841
Rosetta—Jack Rivers (My Dreams Are Getting Better All the Time) J R Ranch 1428
Sambi Guita—Tommy Richards (Was It or Wasn't It You) Tri-Tone 1007
Seattle Song—Listen 1443 Hail the Navy) Listen 1443
Serenading Susie—Bob Hart-Walter Scott Ork (My Darling, I Love You) Crescendo 112
She's Funny That Way—Frankie Laine—Percy Faith Ork (There's a Rainbow 'Round My Shoulder) Columbia 47391
Sweetheart Like You, A (I'd Never Give Up)—Harvey Harding (Just One More Kiss) Jubilee 6010
Sweet Leilani—Bill Osborne (Malihini Mele) Listen 1439
That's My Desire—Louis Armstrong-Valma Middleton (Baby, It's Cold Outside) Decca 28372
There's a Rainbow 'Round My Shoulder—Frankie Laine (She's Funny That Way) Columbia 47391
Tonight Beloved—Lee Lawrence (Only You Will Never Know) London 1228
12th Street Rag—Lionel Hampton Ork (On the Sunny Side of the Street) Victor 420-0014
Until the Real Thing Comes Along—James Moody Ork (Hey Jim) Mercury 8290
Was It or Wasn't It You—Tommy Richards (Sambi Guita) Tri-Tone 1007
When It's Just About September—Lu Ann Simms-Percy Faith Ork (Puppy Love) Columbia 39841
Whispering Serenade, The—Blue Barron Ork (I've Been Kissed Before) MGM 11312
You Came to Me, Dear—Bob Hart-Walter Scott Ork (Mariana) Crescendo 119

SPIRITUAL

Count Your Many Blessings—The Four Internes (Going Back to Jesus) Federal 12097
Going Back to Jesus—The Four Internes (Count Your Many Blessings) Federal 12097
Soldier Not in Uniform, A—The Sensational Nightingales (Will He Welcome Me There) Peacock 1704
Will He Welcome Me There—The Sensational Nightingales (Soldier Not in Uniform, A) Peacock 1704

INTERNATIONAL

Asi Es El Amor—Davilita (Divina Juventud) Exito 20-351
Asi Son Los Quereres—Bobby Capo (Dengue) Seeco 7214
Bajo y Tumba—Daniel Santos (Nada Soy) Seeco 7210
Dengue—Bobby Capo (Asi Son Los Quereres) Seeco 7214
Divina Juventud—Davilita (Asi Es El Amor) Exito 20-351
El Dolorcito De Mi China—Arsenio Rodriguez y Su Conjunto (Solo Fue Un Sueno) Exito 20-347
El Lorito—Pacho Galan y Su Orquesta (Va Mos Rafa) Seeco 7211
En Adelante—Eva Garza (No Puedo Canbiar) Seeco 7208
Gloria Incomplata—Daniel Santos (Vamos a la Fiesta) Seeco 7223
Ja'Ja' Que Te Vaya Bien—Lea Marini (Muchas Gracias) Seeco 7177
Ko Ko Ra Ku—Cesar Concepcion y Su Orquesta (Mil Anos—Bolero) Seeco 7204
La Caminadora—Esther Forero-Trio Maravilla (Por Mi No Te Preocupes) Exito 20-358
Madrugadore — Luisito Valdes y Su Conjunto (Sirimba) Exito 20-354
Mi Gran Felicidad—Alfredita Valdes y Su Conjunito (Mi Linda) Exito 20-333
Mi Linda—Alfredito Valdes y Su Conjunito (Mi Gran Falicidad) Exito 20-333
Mil Anos—Bolero—Cesar Concepcion y Su Orquesta (Ko Ko Ro Ku) Seeco 7204
Muchas Gracis—Lec Marini (Ja'Ja' Que Te Vaya Bien) Seeco 7177
Nada Say—Daniel Santos (Bajo y Tumba) Seeco 7210
No Puedo Canbiar—Eva Garza (En Adelante) Seeco 7208
Nunca Es Tarde—Trio Maravilla (Vinyere) Seeco 7183
Oh Vida—Orquasta Cubamar (Sax Canteble) Exito 20-356
Out of Sight Schottische — "Whoopee" John Wilfahrt Ork (Romeo Mazurka) Decca 28354
Por Mi No Te Preocupes—Esther Farero-Trio Maravilla (La Caminadora) Exito 20-358
Romeo Mazurka—"Whoopee" John Wilfahrt Ork (Out of Sight Schottische) Decca 28354
Sax Canteble—Orquesta Cubamar (Oh Vida) Exito 20-356
Sirimba—Luisito Valdes y Su Conjunto (Madrugadora) Exito 20-354
Solo Fue Un Sueno—Arsenio Rodriguez y Su Conjunto (El Dolorcito De Mi China) Exito 20-347
Va Mos Rafa—Pacho Galan y Su Orquesta (El Lorito) Seeco 7211
Vamos a la Fiesta—Daniel Santos (Gloria Incompleta) Seeco 7223
Yinyere—Trio Maravilla (Nunca Es Tarde) Seeco 7183

SPIRITUAL SPIRITUAL

Beautiful Life, A—Evangelist Fiddlin' Jim Lewis and Sons, Texas Jim and Jack Rivers (The Meeting in the Air) Listan 1445
Can't Do Wrong—Jackson Gospel Singers (Come Unto Me) Okeh 6906
Come Unto Me—Jackson Gospel Singers (Can't Do Wrong) Okeh 6906
Every Day Will Be Sunday—The Original Gospel Harmonettes (One Morning Soon) Specialty 833
One Morning Soon—The Original Gospel Harmonettes (Every Day Will Be Sunday) Specialty 833

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146M or S 129.00

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H146M 139.00

AMI Model A $249
WURLITZER 1015 139
PACKARD Manhattan 89
ROCK-OLA 1422 99
ROCK-OLA 1432 450

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NAMA Convention, Exhibit Opens in Chicago Sept. 14

CHICAGO, Sept. 6.—With less than a week to go before the opening of its annual convention and show, National Automatic Merchandising Association this week released a complete program of events and a list of approximately 130 exhibitors.

The convention will be held at the Palmer House September 14-17.

Theme of this year's NAMA business sessions is "Become An Automatic Merchandising Specialist." Keynote speaker the opening day will be Gen. Leslie R. Groves, formerly head of the atomic energy program and now vice-president of Remington Rand, Inc. Groves will outline the changes which the development of atomic energy are likely to bring in industry.

Advance registrations at the Palmer House indicate this year's convention may break all previous attendance records.

One of the featured speakers on this year's convention program is William H. Parker, sociologist and chief of police of Los Angeles. Parker's address will deal with the problem all businesses face today in keeping out the hoodlum element. He is expected to tell of some first-hand experiences with hoodlums attempting to enter the vending industry in Los Angeles.

Altho some manufacturers kept information concerning new equipment under wraps until convention-time, advance announcements of new models from such well-established manufacturers as Spacarb, Ideal and Eastern Electric indicated this year's show will have a higher percentage of new machines than the 1951 exhibit.

34 Companies To Be Honored At NAMA Show

CHICAGO, Sept. 6.—Thirty-four firms, including The Billboard Publishing Company, will be made charter members of the National Automatic Merchandising Association's Exhibitors' Club during the association's convention here September 14-17 at the Palmer House.

Ernest Fox, chairman of the convention and exhibit committee, announced the 34 firms had participated in each of the exhibits NAMA has staged thus far and had given "meritorious service to the automatic merchandising industry."

Firms Listed

The firms are: ABT Manufacturing Corp., Chicago; Austin Packing Co., Baltimore; The Billboard Publishing Co., Chicago; Brown & Williamson Tobacco Co., Louisville; Canada Dry Inc., New York; Chicago Lock Co., Chicago.

The Coca-Cola Co., Atlanta; Dixie Cup Co., Easton, Pa.; Dr. Pepper Co., Dallas; Eastern Electric Co., Inc., New Bedford, Mass.; Guardian Electric Co., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Charles E. Hires Co., Philadelphia.

Johnson Fare Box Co., Chicago; Walter H. Johnson Candy Co., Chicago; Lamont, Corliss & Co. (Nestles), New York; Lehigh Foundries, Easton, Pa.; Lily-Tulip Cup Corp., New York; Lion Match Co., Inc., New York; P. Lorillard Co., New York; Lyon Industries, Inc., New York.

Bert Mills Corp., Lombard, Ill.; Philip Morris Co., New York; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; The Northwestern Corp., Morris, Ill.; Rowe Manufacturing Co., Inc., New York; Sero Syrup Co., Brooklyn.

Spacarb, Inc., Stamford, Conn.; Sweets Company of America, Inc., Hoboken, N. J.; Universal Match Corp., St. Louis; Vendo Co., Kansas City; James O. Welch Co., Cambridge, Mass.; Wilbur-Suchard Chocolate Co., Inc., New York.

Ideal to Show Milk and Drink Unit at NAMA

BLOOMINGTON, Ill., Sept. 6.—The Ideal Dispenser Company will introduce a selective milk-soft drink bottle beverage at the National Automatic Merchandising Association exhibit September 14-17 in Chicago.

A pioneer in the field of selective bottle beverage vending, Ideal said the new machine would enable operators to serve both milk and soft drinks from the same unit in those locations which do not warrant the placement of separate machines.

The new model, known as the 300-C, is built to the same size and cooling specifications as the 300-B and 300-M selective venders. The rack has been redesigned to accommodate milk and soft drinks, and the unit is equipped with two separate coin devices and operating mechanisms.

Acorn Display In Chicago Set

LOS ANGELES, Sept. 6.—All of the latest models of the Acorn bulk merchandiser will be shown during the NAMA convention. Meyer Abelson, East and Midwest general sales manager for Oak Manufacturing Company, will be in charge of the firm's display. Informal gatherings of customers and distributors of the line are scheduled for Abelson's Morrison Hotel suite.

Survey Shows Ops Sell 5.8% Of All Bars

WASHINGTON, Sept. 6. — A recently completed analysis made by Wilbur K. Hess, research director of the Wholesale Confectionery Industry Foundation, reveals that vending machine operators account for 5.8 per cent of the sale of all candy bars produced in this country. Chain stores, on the other hand, the report indicates, account for only 13.6 per cent of the bar goods manufacturers' production. This is the estimate of the last U.S. Department of Commerce survey (1950) of the candy industry, which is the basis for the WCIF analysis.

Wholesalers alone handle 56.3 per cent of the candy bar production, and 45.2 per cent of all candy sold, the survey notes. The difference between the 56.3 per cent sold thru wholesalers and the 77.1 per cent figure, is the amount sold direct to independent distributors of various kinds. The remainder, after allowing for the chains and vending operators, is sold to the government (2.0 per cent), and others, including exporters (1.5 per cent).

In commenting on the analysis, Hess said, "Wholesalers and operators of all types play an important part in the distribution of confectionery and especially for the candy bar manufacturers. They do this thru their service to over 1,500,000 independent retailers, theaters and innumerable other outlets thruout the country."

The WCIF is sponsored by the National Candy Wholesalers Association and organized for the conduct of marketing research studies on improving the merchandising and increasing the sale of candy, chocolate, chewing gum and other confectionery at wholesale and retail levels.

NABV Program

MORRISON HOTEL, CHICAGO

SUNDAY, SEPTEMBER 14, 1952

4:00 p.m.—Pre-convention meeting of Board of Directors and Convention Committee to select a nominating committee for officers and Board of Directors.

MONDAY, SEPTEMBER 15, 1952

10:00 a.m.-1:00 p.m.—General business session. New officer and Board of Directors nominees to be announced. Trade discussion.

1:00 p.m.—Exhibits open.

TUESDAY, SEPTEMBER 16, 1952

10:00 a.m.—Election of new officers and Board of Directors for 1953. General business discussion.

1:00 p.m.—NABV luncheon for members, their wives and friends. General and legal trade problems and the need of a national association for the future security of the bulk vending industry, subject of an address by Milton T. Raynor, NABV general counsel.

2:00 p.m.—Exhibits open.

7:00 p.m.—Open house in association headquarters, exhibitor suites.

NABV Exhibitors

Ball-Gum, Inc., Chicago (ball gum, confections and venders)
Champion Vendors Supply Co., San Antonio (bulk venders, supplies)
Samuel Eppy & Co., Inc., Jamaica, L. I. (charms)
Karl Guggenheim, Inc., New York (charms)
Leaf Brands, Inc., Chicago (ball gum, confections)
Penny King Co., Pittsburgh (charms)
Plastic Processes, Inc., New York (charms)
Paul Price, Inc., New York (charms)

Vending Revenue Off Slightly on NY Subways

NEW YORK, Sept. 6. — New York subway riders are spending slightly less in coin vending machines than they did a year ago. A report by the New York Board of Transportation for the fiscal year ending June 30, 1952, reveals that receipts to the city from vending machines were $1,262,218. Total receipts for the fiscal year ending June, 1951, were $1,286,381.

Of course these figures merely represent the amount of gross business as they are the subway's share of the volume. For example, when the subways took in $1,266,381 in 1951, it represented a total gross of $3,731,258. While no total gross figures for 1952 have been released, the take should top $3,500,000.

Subway takes for all gum, candy and nut machines were virtually the same for the 1952 fiscal year as for the 1951 fiscal year—$780,000 for 1952 and $18 more for 1951. All candy, nut and gum machines are operated by the American Chicle Company.

Soft Drinks

Soft drink revenues dipped slightly—$402,564 for 1952 against $407,024 for 1951. However, the soft drink gross for 1952 probably topped $1,000,000; it was $1,171,448 for 1951.

Two other sources of revenue from coin-operated machines were public lockers and toilets. Revenue from the former was $54,467 and receipts from the latter were $25,169. The 1951 figures were $55,545 and $23,812 respectively.

Lunch-O-Mat Increases Unit Cost to $2,600

NEW YORK, Sept. 6. — The cost of the recently introduced Lunch-O-Matic multiple food and beverage vender has been boosted from $2,400 to $2,600, it was announced here yesterday by the manufacturer, the Lunch-O-Mat Corporation of America.

The cost increase resulted from the fact that the interior is now being constructed entirely of aluminum instead of the sheet metal used heretofore, spokesmen said. The refrigeration capacity also has been increased.

The first machines were reported placed on location this week. The locations are not being announced at this time, however, since company execs are anxious to limit study of the operation for the time being.

Danish Vender Maker En Route To N. Y., Chi

COPENHAGEN, Sept. 6.—Svend Aage Bruun, export manager of the A/S Wittenborg firm, largest manufacturer of coin-operated merchandise venders in Scandinavia, is leaving for America Tuesday (9) for an extended stay.

After visiting the firm's distributing agency, Automatiques, Inc., New York, Bruun will head for Chicago to attend the convention of the National Automatic Merchandising Association, at which he is skeduled to deliver an address.

The Wittenborg firm has a large plant in Odense, Denmark, which not only manufactures food, candy and cigarette vending machines but also produces scales, meat-slicing machines and other articles which are large sellers in the Scandinavian countries as well as in the United States and Canada.

Key to Vending Industry: Small, Profit-Reaping Bulk Units

By FRED AMANN

BULK VENDERS, numerically and historically, constitute the backbone of the automatic merchandising industry. Over 1,340,000 nut, ball gum and candy machines were in operation thruout the country last year, and that bulk machine operation continues to grow is indicated by the 1,000,000 units on location during 1949 and the 1,230,000 machines during 1950.

With each unit averaging 100 sales per week for an annual total of almost seven billion sales, up from the five billion sales level in 1949, the importance of the individual bulk unit cannot be minimized.

One of the smallest units in the vending industry, and the least costly, the bulk machine also affords established operators a means of low unit cost diversification and expansion of present routes, and new operators a basic vending education with a minimum of investment outlay if the equipment is not promotion purchased.

Attesting to the value of bulk vending as a companion activity to nickel and/or dime products equipment are the number of such operators using penny units. Last year, 81.2 per cent of all operators in the nation had some bulk venders, while 71 per cent of all part-time operators had added bulk equipment.

During the middle and late 1920's, before present-day beverage, candy and cigarette venders arrived on the automatic merchandising scene in force, the bulk vender became established as the major coin-operated product dispenser. It continued to grow during the 1930's, especially during the early "depression" years, and reached the billion unit level in the late 1940's. This outgrowth of bulk vending still continues, as shown by the figures cited earlier.

Today, with new packaged and other nickel-and-over product venders featuring a greater variety of merchandise, the industry spotlight is often shown more brightly on this equipment. However, the bulk vender, profit-proven by at least three decades of volume operation, continues to hold high public esteem by reason of its dependability and (a factor not to be underestimated) for its nostalgic association by the average American adult with his childhood.

Unit Designing

One of the longest-lived (potentially) types of vending equipment, bulk units nevertheless have not been relegated to a static position, design-wise. The postwar years, especially, have seen numerous innovations in the construction, operation and appearance of such venders.

Plastics, for component parts and globes and/or cabinet viewing plates, have been employed to an increasing extent. Dispensing wheels have been improved to the point where they can vend several sizes of product, on a rotation basis, without adjustment.

Sanitation of interior parts, vender globes and bases, has been facilitated by the simpler, faster disassembly permitted by new designs. Also, location servicing time has been shortened by the increasing use of fully loaded

(Continued on page 106)

Venders to Boost Red Feather Drive

NEW YORK, Sept. 6. — The coin vending machine industry will co-operate in the Community Chest and United Fund drives this fall. The National Automatic Merchandising Association this week launched a drive to place 100,000,000 Red Feather messages on vending machines, matches and cups during the campaign.

The industry's drive on behalf of Red Feather started in 1950 when 83,000,000 messages were displayed.

COINAGE HALTS BELGIAN TRADE

BRUSSELS, Sept. 6. — Coinage problems are keeping the automatic merchandising industry from developing in this country, according to J. L. Beaurain, managing director of Maison Beaurain Freres.

"We have had three or four different types of coins since the war," Beaurain said. "Consequently, the first thing to settle is the question of money. When this is settled, people will buy vending machines established for a definite type of coin."

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CHICAGO SEPT. 14-17

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Supplies In Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Cuban Sugar Surplus

The Cuban sugar surplus has resulted in French and Belgian syndicates conferring with the Cuban Sugar Institute on a part cash, part barter basis, for around 600,000 tons of sugar, the Commerce Department reported this week. Cuban sugar mills were still grinding late in July, and the Department said 1952 production rose to over 7,000,000 Spanish long tons.

Two American firms were reported taking between 12½ to 23 million gallons of backstrap molasses the later part of July when the Molasses Sales Committee finally lowered its price to 12 cents per gallon. The Cuban government is said to be working on a plan for curtailing next year's sugar production to 5,000,000 Spanish long tons.

Brazil Cacoa Crop Up

Brazil's cacoa bean crop is running far behind last year's harvest, according to Commerce Department reports. It totals between 279,000 to 429,000 bags of 60 kilograms compared with 1,155,200 bags in 1951. Exports of cacoa beans to the United States the first six months of the year were 102,059 bags as against 376,955 bags in the corresponding period of last year.

Brazil's consumption of cacoa beans the first six months of the year totaled 191,203 bags, slightly over its consumption of 190,436 for the same period last year. July cacoa bean stocks were estimated at 25,000 bags compared with 117,536 bags at the same time last year.

July Employment Up

Tobacco industry employment jumped 5 per cent to 66,000 workers in July as compared with 81,000 in July of last year despite a nationwide slump in industrial employment, latest Labor Department figures revealed. July employment in the tobacco industry was 1 per cent over employment the previous month, with 65,000 workers registered in June.

Average weekly earnings of tobacco industry workers also rose to $49.46 in July compared with $46.62 in June and $44.03 in July of last year, partly because of increased hours and partly due to pay raises. Tobacco workers received $1.24 an hour this July as against $1.21 in June and $1.17 last July, while they worked an average of 39.6 hours a week in July compared with 36.6 hours in June and 37.6 hours in July of last year.

Peanut Supply Rises

Peanuts held in off-farm positions at the end of July reached 417 million pounds—about ¼ more than the 332 million pounds held on the corresponding date a year ago, according to the Agriculture Department. Of the current peanut supply, 243 million pounds is farmers' stock, 156 million pounds is shelled edible and 16 million pounds cleaned, unshelled for roasting.

Farmers' stock milled thru July, which totals 11 months, stood at 1,266,000,000 pounds compared with 1,636,000,000 pounds thru July of 1951, the lowest of any season since 1942.

The disappearance of shelled peanuts, including oil stock for crushing, totaled 699 million pounds thru July, about 39 per cent less than the disappearance of 962 million pounds for the same period last season. With reported uses of edible grades above that of a year ago, the lag in disappearance was said to be due to fewer peanuts crushed for oil.

Tobacco Prices Up

The nation's farmers received slightly more per pound for tobacco and peanuts in August than they did the previous August, according to latest Agriculture Department figures. Tobacco averaged 46.6 cents a pound August 15, compared with 47.7 cents a pound the corresponding day of last year. July 15 farmers received an average of 42 cents per pound for tobacco, the same as the 1947-'49 average.

Electro Has Simplified Wiring and Mechanism

NEW BEDFORD, Mass., Sept. 6.—Eastern Electric's new low voltage model of its Electro, the all-electric console cigarette machine, will be unveiled at the annual convention of the National Automatic Merchandising Association to be held at the Palmer House, Chicago, Sunday thru Wednesday (14-17).

While the new electro will have virtually the same cabinet as the present model, J. T. Teahan, of Eastern's sales department here, said that the wiring and mechanism have been drastically simplified and that all service functions may be performed without removing the machine from its cabinet.

Regular 110-volt line current is required to operate the new Electro, but a transfer reduces the current to 25 volts. This eliminates fuses, resistors and thermal switches and has allowed the machine's wiring to be reduced by more than 50 per cent.

Fewer Terminals

Terminal blocks have been simplified and where there were 24 terminals on the original Electro, there are now only six. These terminals no longer require the use of a screwdriver since the screw terminal has been replaced with a Fahnstock clip that requires only the insertion of a wire.

All wiring on the new Electro is accessible from the main panel, and the low voltage permits the serviceman to work on the machine without danger of shock even tho it remains plugged in.

Component units also have been simplified and made much easier to reach for adjustment. The adding unit, for example, is entirely unencumbered, allowing ready access to its micro-switches, while coin deposit and coin return are made positive by replacing the original "T" lever with two coils.

The trend to king-size cigarettes will pose no problem to the new model. As in the present Electro, each machine can carry either regular or king-size packages in its columns, with no adjustment necessary.

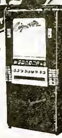
Bendow to Head Cole N. E. Office

NEW YORK, Sept. 6.—Officials of Cole Products here announced that Al Bendow has been transferred from the Cleveland to the Boston office, where he will take over as New England divisional manager. Bendow has been with Cole a year.

Louis B. Holzer, who recently joined Cole, has been appointed New Jersey district manager.

George Gruebert, who is in charge of the New York sales office, last week returned from a sales trip to Northern New York State.

SMOKESHOP "612" PACK CAPACITY



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Detroit Operation in Major Expansion Move

DETROIT, Sept. 6.—The Jacobson family, long active in vending and motion picture theater operation here, completed an expansion move this week to become one of the city's major vending machine operations.

Central Vending Company, organized a year ago to succeed the Jacobson Automatic Service, acquired the cigarette routes of How Vending Company and the canned juice machine operation of the Howard Meter Company. Mervin Jacobson, founder of the firm, said Central now has about 500 cigarette machines.

How, Howard Continue

How Vending was operated by Ray Merritt. Having disposed of its cigarette interests, How will continue to operate popcorn machines. Howard Meter, in the coin-operated washer field for two decades, will keep its washing machine routes. The firm is operated by Walter Palechek.

Central Vending Company was the name originally established here by Fred Schalk. The Jacobsons purchased Schalk's operation in May, 1951, and at the same time acquired the route of Frank Hopkins, well-known Detroit operator.

Jacobson has been operating vending machines on a relatively small scale for the past 15 years. His major interests were concentrated in the Jacobson Coal Company. He said this week he expected to devote the largest part of his time building up the cigarette business.

Plan Other Purchases

Central Vending will endeavor to acquire other operating companies in the future, Jacobson said, since experience had demonstrated that buying established routes was preferable to attempting new business.

Owners of Central Vending are Mervin Jacobson; his father, Isadore Jacobson; his father-in-law, Nathan Schreiber, head of Midwest Theater Circuit; his sister-in-law, Maxine Fidler, and Ben Flaisher, active manager of the operation.

Mervin Jacobson's brothers, Leon and Bernard, have established Automatic Merchandising Company to specialize in juice, candy and gum venders.

Sales Up on Repackaged Dunhill Cigs

NEW YORK, Sept. 6.—Decked out in a new package and re-introduced to the market less than a year ago, Dunhill king-size cigarettes have since recorded excellent sales results, according to George Weisman, public relations director of Philip Morris & Company, Ltd.

Since 1938, Philip Morris factories in Louisville and Richmond have produced the cigarettes for, and according to, "a special blending process conceived by Alfred Dunhill." The process is still adhered to.

The newly designed package has a white background which sets off a maroon-colored block on which the brand name appears in gold letters. The smokes are 21 per cent longer than regular size brands, Weisman pointed out, and sell for the same price as standard size cigarettes.

While over-the-counter sales in the Midwest and on the West Coast have been increasing, vending volume has been particularly strong, especially in Ohio, Michigan and California cities, Weisman stated.

Tobacco Orgs Join Fair Trade Council

NEW YORK, Sept. 6. — The National Association of Tobacco Distributors, represented by Joseph Kolodny, managing director, and Retail Tobacco Dealers of America, represented by Eric Calamia, president, are two of the 15 trade associations which have accepted membership on the new advisory council established by the Bureau of Education on Fair Trade.

Key to Vending

• *Continued from page 104*

replacement globes, which can be easily substituted for partially emptied globes on the machine.

New Ideas, Products

New ideas in cabinet design, products offered and increasing location scope have acted to keep bulk vending a vital segment of automatic merchandising. For outdoor installations, some manufacturers have introduced special weather-seal equipment.

Bulk venders, because of a combination of several winning factors such as versatility, simple operation, long profit life, universal acceptance by the American public and relatively easy location entree, will certainly continue as a "foundation phase" of the rapidly expanding vending machine industry.

Mills Intros New Custard Freezers

CHICAGO, Sept. 6. — Mills Industries, Inc., introduced a new twin-head, two-flavor continuous type freezer, designed for frozen custard and other forms of soft frozen products.

New features include fully automatic performance of both barrels, a single temperature adjustment control for each barrel, new agitators, barrels and mix container.

SCALES

"PRICES REDUCED $125.00 CUT TO $89.95"

Price $89.95. Down Payment $14.95. Balance $5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or $4.50 from the list price, making the cash price only $85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds.

Get in touch with us for a Scale Deal.

MANUFACTURED BY
SPARKS
SPECIALTY COMPANY
PHONE 33 SOPERTON, GEORGIA

NEWER CHARMS
From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards | Silver Tipped Bullets | New Cameos | Compasses | Photo Lockets | Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

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Available Now!

1c or 5c
ACORN
ALL-PURPOSE
BULK MERCHANDISER
Featuring the new
SILVER STREAK
BRUSH HOUSING

Empire
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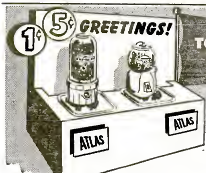


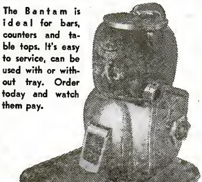
TO ALL CONVENTIONEERS
SEE US IN BOOTH 84

ATLAS *presents*
Tried, Proven
and Profitable
BULK VENDERS

THE ATLAS BANTAM TRAY, 5c Nut Vendor, is positively the most consistent eye-catching machine available. Its sleek styling, highly polished aluminum body really gets customer attention and stimulates buying. It vends all kinds of merchandise, but for high profit performance we recommend almonds, mixed nuts and pistachios.

ATLAS BANTAM 5¢ TRAY VENDOR

The Bantam is ideal for bars, counters and table tops. It's easy to service, can be used with or without tray. Order today and watch them pay.



ATLAS CHLOROPHYLL GUM VENDOR

The tremendous merchandising program for chlorophyll products builds sales for this new Atlas vendor. It's a natural for placement with locations everywhere. Chlorophyll ball gum, 210 to the pound, with low merchandise cost, makes this a very profitable vendor.

The ATLAS CHLOROPHYLL GUM VENDOR is a profitable vendor because of chlorophyll demand. Retail packages range from 15c to 49c for a package of 12 tablets . . . and you can offer it for 1c per ball! The market has been waiting for this . . . and you can share in it.

ATLAS

Write direct Today for your packet of literature on Atlas Vendors and Chlorophyll Ball Gum.

EST. 1925 MANUFACTURING AND SALES CORP
CLEVELAND 11, OHIO

LOOK! OPERATORS LOOK!!
THIS IS IT—SOMETHING NEW AND DIFFERENT.
ATTRACTIVE—MYSTERIOUS—SENSATIONAL MONEY MAKER
"The ORACLE of the SPHINX"
ANSWERS QUESTIONS ON LOVE, MARRIAGE, BUSINESS, HEALTH AND HORSE RACES
"WATCH THE DIMES ROLL IN"
SEE IT AT YOUR DISTRIBUTORS OR WRITE
CRABB MFG. CO., Howell, Michigan

Juice Bar Announces New Hot Dog Machine

NEW YORK, Sept. 6. — Juice Bar, Inc., this week announced that it will begin production soon on its new hot dog vending machine. President Jack Cross said that the machine should be available for delivery about January 1, 1953. The price has not yet been determined.

The machine will have a 158-hot dog capacity and will be refrigerated. The dogs will vend for 25 cents each. A special unit will return correct change to the customer for a quarter and will take any combination of nickels or dimes.

Hot dogs are cooked and the rolls toasted in 17 seconds; the dogs come out wrapped in cellophane. A diathermy heating process is used. A container on the side of the machine is used for mustard.

Juice Bar has a contract with Godfrey Rolls and Stahl Meyer Frankfurters whereby all operators who buy the new machine are required to buy their supplies from the two organizations.

The three-column machine was developed by Juice Bar in co-operation with Radio Receptors, Brooklyn.

Tobacco Co-Op Set To Convene in N. Y.

NEW YORK, Sept. 6. — Two merchandising sessions as well as exhibits will highlight the 1952 fall-winter convention of the Mutual Merchandising Co-Operative September 8-10 at the Prince George Hotel here. The MMC is a New York sundries buying group for tobacco wholesalers.

Jerome Kaufman, managing director of MMC, and a former executive of the National Association of Tobacco Distributors, said that both winter and spring-summer items and promotions will be discussed and displayed. The convention will start at 5 p.m., Monday (8) with a cocktail party for members, manufacturers and guests.

VENDING MACHINES
COUNTER GAMES
SALESBOARDS
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FOR THE MOST COMPLETE LINE
Send for Your FREE Copy of
RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines

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Greatest Time-Saving
PENNY WEIGHING SCALE

CAPACITY $10.00
SPEINOS AEE PRECISIONEO CALIBEATEO
HEAVY SHEET METAL EASE
TIN SCOOP
OIAL IS GLASE COVEEEO WNICN PEOTECTS POINTEE WHEN IN USE
Skilled hand workmanship is amployed in buildine this scale to assura rallability and accuracy.
Thare is sturdiness of construction more durable than is generally foend in scales. Pinish is black crinkle. Corrying case is made of string black fibre to meet the harc and constant use that it is subjacted to

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ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Wrils for Pricas.
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VICTOR
1c—BABY GRAND—5c
$13.00 each 4 to case
$12.00 each 100 or mora
$15.95 each Sampla filled with gum

VENDS Chloro Traats, Chicle Treats, 2 for 1¢. Large Chloro Treats, 2 for 5¢.

WRITE FOR Lowest prices on Eall Gum, Bulk Vandors and all merchandise for vending operations.

Now Etocked in Kensas City.

Victor Topper Deluxe Nolf Cabinet $14.20
Victor Topper Deluxe with glass globe 14.20

Bernard K. Bitterman
4709 E. 27, Kensas City 1, Mo.

CANADIAN OPERATORS!
OAK'S
ACORN
VENDOR

The finest in the vending industry!
New Brosh Housing!
New Gom Wheel!
New Mechanism!
Above parts may be bought separately. They fit any Acorn now on location.
These new features make this machine unbeatable. Eemember, Acorn will vend confections, charms and any size ball gum.
We can also supply you with ball gum, and we carry the most complete line of CHAEMS in Canada.
INTERNATIONAL VENDING CO., LTD.
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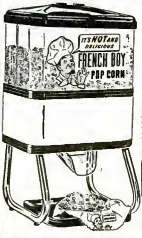
NOW AVAILABLE
AMERICA'S MOST EFFICIENT AND ATTRACTIVE HOT POPCORN DISPENSER



FRENCH BOY
HOT POPCORN DISPENSERS ARE FAMOUS FROM COAST TO COAST

There are many locations such as schools and school stores, drug stores, taverns, clubs, movies, etc., in every town waiting to see an operator of FEENCH BOY HOT POPCORN DISPENSERS.

Only French Boy Dispensers carry Underwriter's Seal of Approval, guarantee of protection for your locations.

THIS IS YOUR OPPORTUNITY TO STAET YOUR OWN OPEEATION—LOW COST, BIG, STEADY EAENINGS. WEITE FOE DETAILS TODAY.

ABC POPCORN CO.
3441 W. North Ave., Chicago 47, Illinois
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when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

HERE IT IS!
An Operator Designed Operator-Demanded

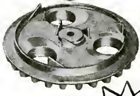
One Piece Aluminum
SILVER STREAK
BRUSH HOUSING

Send for a test sample $1.50 POSTAGE INCLUDED

SILVER STREAK #7-52
(For shallow wheel and Silver Streak wheels only, at this time.)
Fits all 1c ACORN VENDORS

An Exclusive feature of
ACORN* All Purpose VENDOR
*the only completely die-cast aluminum precision-built vending machine

AND..
Here's the New
One Piece Aluminum
SILVER STREAK
BALL GUM WHEEL



- Vends 210 count to large size ballgum, one at a time.
- 6 Silver Streak all-aluminum blades for positive "no-miss" vending.
- Fits all Acorn Vending Machines.

$1.00 POSTAGE INCLUDED
Silver Streak #5-BG

IMMEDIATE DELIVERY—ORDER NOW!

Here's What "King" Operator Commanded in a Trouble-free Brush Housing!

1. Long wearing, easy-cleaning aluminum.
2. Maximum strength of material to cut down on service time required.
3. Simplicity of design—held in place by cast bosses, retained by machine screws.
4. Ease of operation—renewable springs—screw driver only tool required.
5. Economy of motion for replacement.

SEND FOR SILVER STREAK TODAY!
Eliminate the headaches of "temporary" or "make-shift" housing units—convert to ACORN'S sensational new one-piece rigid-cast aluminum brush housing!
SILVER STREAK assures accurate fit from hopper to merchandise wheel. SILVER STREAK is a stroke of engineering genius—banishes the problems of excessive wear—"milking"—inaccurate dispensing. SILVER STREAK guards your profit margins. Order SILVER STREAK for every ACORN machine you own—*Do it now!*
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MODEL 49 NUT VENDOR

Detachable Sani-Carry globe simplifies service. All cleaning and filling is done at your workshop . . . just exchange globe on location. Accurate merchandise control. 1c, 5c, 10c play, vends all products. Can be used on counter, wall or other type machines and on stands.

1c SELECTIVE TAB GUM

A companion machine to the Model 49. 10-column, 500 or more capacity vending a wide selection of fast selling tab or candy coated gum as well as penny candy and chocolate bars. Can be used on counter, wall or other type machines and on stands.

Know what's going on in the Bulk Vending field. Write for free copy of the "Northwesterner."

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30 DAY MONEY BACK TRIAL

Northwestern Sensational **Model 49**

1¢-5¢-10¢
Prices:
LESS THAN 25
$17.35
LESS THAN 100
$17.15
100 OR MORE
$16.95
F.O.B. Factory

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer

GUARANTEED USED MACHINES

DELUXE 1¢ and 5¢ Combination...$13.95
MODEL 33 Ball Gum, Porcelain, 1¢. 7.45
MASTER 5¢ 7.45
SILVER KING, 1¢ or 5¢ 7.45
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HUNTER, Like New . . . . . $22.5[illegible]
ESQUIRE, 1¢ . . . . . [illegible]

MERCHANDISE AND SUPPLIES

	Per Lb		Per Lb		
ZENOBIA PISTACHIO Jumbo Queen	$ .66	VIRGINIA PEANUTS	$ .38	BALL GUM, All Sizes (200 Lbs. Min.) Prepaid ..Per Lb.	$ .30
ZENOBIA PISTACHIO Fancy Shaik	.38	SPANISH PEANUTS	.25	ADAMS GUM, All Flavors, 100 Count	.42
PISTACHIO 4-STAR	.66	ALMONDS, 450 Count 5 Lb. Vac'm Packed	.85	WRIGLEY'S GUM, All Flavors, 100 Count	.47
PISTACHIO Vendors MIX	.57	ITALIAN CHICK PEAS, Roasted and Salted	.25	SUCHARD CHOCOLATE, 200 Count	[illegible]2
PISTACHIO 3-Star	.39	RAINBOW PEANUTS	.35	HERSHEY'S CHOCOLATE, 200 Count	1.3[illegible]
CASHEW, Whole	.65	BOSTON BAKED BEANS	.25	Minimum Order, 25 Boxes	
CASHEW, Butts	.60	LICORICE LOZENGES	.25		
FILBERTS	.55	M & M	.39		
MIXED NUTS	.55				

complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc
1/3 Deposit Balance C O D

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

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FOR SALE

40 S-200 Nut Jewel Vending Machines. 5¢ machines, double compartments. Used less than a year. Owner has other interests. Original cost—$49.95 each. $800 takes all 40 machines. Will ship anywhere.

T. G. Keeling
Box 121, Wortham, Texas

DISTRIBUTORS

Let us ship nuts for you in blank cartons.
Roasted to order. Priced right.

ASTER NUT PRODUCTS CO., INC.
1004 Main Street Evansville 8, Indiana

NAMA PROGRAM

SUNDAY, SEPTEMBER 14, 1952

General Theme: Be an Automatic Merchandising Specialist

Sunday Theme: The Challenge

9:30 a.m.—Free coffee and rolls.
Tickets for attendance prize distributed.
10:00 a.m.—Opening ceremonies.
10:10 a.m.—Annual Meeting of NAMA.
I. H. Houston, first vice-president, presiding.
Brief reports from First Vice-President, Treasurer, and Executive Director. Report of nominating committee—nomination and election of directors.
10:45 a.m.—The Challenge: Today and Tomorrow. John Mock.
11:15 a.m.—Be an Automatic Merchandising Specialist Aaron Goldman, NAMA President.
11:40 a.m.—Attendance prize awarded.
11:45 a.m.—Another Industrial Revolution?
Lt. General Leslie Groves, wartime chief of the government's atomic project, now vice-president in charge of development for Remington-Rand.
12:30 p.m.—Grand Opening of the Exhibits—Exhibits Open: 12:30-6:30 p.m.
6:30 p.m.—Old Gold cocktail party (by invitation).
8:00-10:00 p.m.—Operator round table discussions.

MONDAY, SEPTEMBER 15, 1952

Monday Theme: Vending Specialists in the American Economy

8:00 a.m.—Breakfast Tax Conference. Crystal Room.
Special meeting on legislative problems for operators from seven States: Alabama, California, Georgia, North Carolina, South Carolina, Tennessee and Texas.
8:30 a.m.—Press breakfast for financial and industrial editors as well as allied trade press.
9:00 a.m.—Free coffee and rolls.
Tickets for attendance prize distributed.
9:30-12:30 p.m.—Business Session. John Mock presiding.
9:30 a.m.—Vending's Role in Distribution. I. H. Houston, president, Spacarb, Inc.
9:45 a.m.—Why a Vending Specialist?
A. In-Plant Feeding as a time-saver energy-giver which costs management nothing. Discussion.
B. For Inventory Control. How vending serves restaurants and similar outlets. Discussion.
C. Additional outlets for National Brands. How vending provides plus sales for the big brands which would not otherwise be made. Discussion.
D. Handling High Volume Outlets. How venders serve such outlets as subways, railroads, all quick-service sites. Frank Finneran. Discussion.
10:45 a.m.—Today's $64 Questions.
A. King-Size Cigarettes.
The future of King Size Cigarettes. Operating problems. Discussion.
B. Dime Candy. Discussion.
C. Don't Give Away Your Gross. Mort Simon.
11:45 a.m.—The Vender's Role in Cigarette Tax Relief F. N. Parkinson.
12:00 noon—Attendance prize awarded.
12:00 noon—Future Role of Automatic Merchandising in the American Economy. Svend A. Bruun, A/S Wittenborg, Copenhagen, Denmark.
12:30-5:30 p.m.—Exhibit Hours—7th floor.
5:30-9.30 p.m.—4th floor.
9:30-10:30 p.m.—Operator round table discussions.

TUESDAY, SEPTEMBER 16, 1952

Tuesday Theme: Good Management: Key to the Specialist's Success

9:00 a.m.—Free coffee and rolls.
Tickets for attendance prize distributed.
9:30-12:30 p.m.—Business Session. John Mock presiding.
9:30 a.m.—Training Mechanical Repair Personnel.
Gail Anderson. Discussion.
Operators' representative. Discussion.
10:00 a.m.—Problems of Management.
A. Hiring and Training Route Personnel. Discussion.
B. Employer-Employee Relations. Hugh Howes Discussion.
C. What Insurance Is Necessary? John Guthrie. Discussion.
D. Problems of Sanitation. Dr. W. L. Mallmann.
E. What's the Boss' Job? Herb Geiger. Discussion.
11:00 a.m.—How to Control Operating Costs.
A. How to Cut Time on the Route. Discussion.
B. Incentives for Routemen. Richard Howard. Discussion.
C. Forms Help Do the Job. Wally Collett. A visual presentation of on-the-route forms for the average operator with explanation of how to use them. Samples to be given each person attending.
12:00 noon—Attendance prize awarded.
12:00 noon—The Road Ahead. Robert Z. Greene.
12:30 p.m.—Regional and Area Chairmen Luncheon.
12:30-6:30 p.m.—Exhibits open.
2:30 p.m.—Cup Vending Division. (Participants only.)
6:30 p.m.—State Legislative Chairmen Dinner.
8:00-10:00 p.m.—Operator Round Table Discussions.

WEDNESDAY, SEPTEMBER 17, 1952

Wednesday Theme: The Specialist's Tools: Merchandising and Salesmanship

9:00 a.m.—Free coffee and rolls.
Tickets for attendance prize distributed.
9:30-12:30 p.m.—Business Session. John Mock presiding.
9:30 a.m.—Point-of-Sale Merchandising.
A. Build Your Point-of-Sale Program. Oscar Bregman. Discussion.
B. More Sales Per Machine. Lee Moffet. Discussion.
C. Put the Machine Where It Sells. Robert Kyle. Discussion.

(Continued on page 109)

VICTOR'S

TOPPER DELUXE globe style

VICTOR'S

BABY GRAND

VICTOR'S

TOPPER DELUXE half-cabinet style

AUTHORIZED
VICTOR
DISTRIBUTOR

Standard Specialty Company
5115 East 14th St.
Oakland 1, California

NAMA PROGRAM

• Continued from page 108

10:30 a.m.—Sell-Sell-Sell!
A. How to Use a Sales Presentation. Discussion.
B. Building Identity for Your Company. John Saxon. Discussion.
C. Public Relations Is Selling. Lou Golden. Discussion.
11:30 a.m.—Attendance Prize awarded.
11:30-12 noon—Introduction by George Seedman.
The Thin Blue Line. W. H. Parker, sociologist, chief of police, Los Angeles, Calif. Can Automatic Merchandising be more successful than other industries in keeping racketeers out? One of the country's leading experts will discuss this and other timely problems.
12 noon-4 p.m.—Exhibits open.
7:30 p.m.—Annual banquet.

LADIES' PROGRAM

SUNDAY, SEPTEMBER 14, 1952

10:00 a.m.—Ladies' headquarters will open. Free coffee and information service.

MONDAY, SEPTEMBER 15, 1952

11:00 a.m.—"Theater of the Sky" at the Planetarium.
12:30 p.m.—Lunch at the Field Museum followed by guided tour and lecture.

TUESDAY, SEPTEMBER 16, 1952

2:00 p.m.—Tea. Crystal Room, Palmer House. Estelle Compton in "Poise and Charm."

WEDNESDAY, SEPTEMBER 17, 1952

12:00 noon—Luncheon at Kungsholm, followed by the Kungsholm Puppet Opera.

SUMMER VOLUME DIPS

Candy Bar Sales Off 15% From July, 1951

WASHINGTON, Sept. 8.—This summer's sales of candy bars is running behind last summer, both pound and dollar-wise, the Department of Commerce announced this week. The figures were termed a "significant" decrease.

During July, the dollar volume of candy bars trailed behind July of last year by 15 per cent, and poundage showed a 18 per cent decline.

Bulk goods, including but not limited to penny items, showed a 9 per cent dollar decline and a poundage drop of 5 per cent. Sales of 5 and 10-cent candy specialty items rose 1 per cent in dollars but dropped 1 per cent in poundage.

1951-1950 Comparison

This week, Commerce also reported that sales of confectionery and chocolate products in 1951 totaled $965 million, compared with sales of $924 million in 1950. A review of Commerce figures show only 1948 sales exceeded 1951 totals in the past five years. In 1948, total sales amounted to $981 million.

Since the average price of a pound of all types of candy was slightly higher in 1951, manufacturers reported the 5 per cent increase in dollar volume, depite a 1 per cent decrease in poundage.

As usual, sales were heaviest the last three months of the year. During October and November, 1951, sales totaled $111 million, compared with a 1950 October total of $109 million and a November total of $98 million.

Illinois Top Sales

Illinois reported the heaviest sales—a total of $242,382,000 in 1951 against $237,288,000 in 1950.

The Commerce Department survey showed sales of package goods jumped 10 per cent in 1951 over those of the previous year, altho poundage sales increased only 4 per cent. Yearly package goods sales totaled $108,188,000 for 251,163 pounds, compared with a 1950 sales total of $98,581,000 for 240,581,000 pounds.

Most money came from the sale of bar goods, which reached $327,729,000 for 869,179,000 pounds, compared with a 1950 total of $305,530,000 for 886,124,000 pounds, a rise of 7 per cent, altho poundage sales dropped 2 per cent.

Sales from bulk goods totaled $68,091,000, a rise of 4 per cent over 1950 sales of $85,588,000, altho poundage sales were nearly the same.

Packaged goods retailing at more than $1 hit peak sales in December, for a total of $9,122,000. Packaged goods selling for between 50 cents and $1 a pound reached top sales in November for a total of $7,864,000, with the same month also showing top sales for packaged goods retailing at less than 50 cents per pound.

Most bar goods were sold in September, when manufacturers collected $25,419,000, altho January sales reached $22,482,000. Bulk goods sales reached their peak with an October total of 7,021,000, while 5 and 10-cent specialties hit a January peak of $3,972,000.

Form Vender Repair Firm

INDIANAPOLIS, Sept. 6. — The formation of Midwest Vending Exchange, offering reconditioning and rebuilding services, was announced last week by Joseph E. Powell. The firm, 802 S. State Street, will handle all types of major vending equipment and component parts, including coin changers.

Powell stated that services would include cabinet work, refinishing, reconditioning, converting, modernizing, etc. The firm also will stock used equipment.

Aleck Abrahamson Ends Europe Trip

NEW YORK, Sept. 8. — Aleck Abrahamson, vice-president of the Chunky Chocolate Corporation, returned recently after an extended tour of Europe. Abrahamson reported that American candy bars could be bought at a reasonable price in many European countries, including France. In England, however, he noted that high costs and strict rationing had caused a decline in candy sales.

Nestle Semi-Sweet Bar Is Available

NEW YORK, Sept. 6.—A new 5-cent semi-sweet candy bar is available for vending machines, officials of the Nestle Company announced last week. The new bar weighs 7/8 ounces and is the same size as the 5-cent milk and crunch bars sold to vending ops.

A sales executive of the firm reports that Nestle plans a fall drive to boost the sales of 5-cent and 10-cent milk and crunch bars to venders.

Swedish Candy Co. Sets U. S. Outlet

NEW YORK, Sept. 6. — Gregg International, Inc., has been appointed U. S. distributor for the chocolate candy line of the Marabou Company, Stockholm.

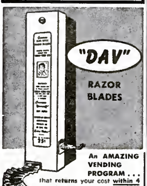
Dime and 15-cent bars and boxed chocolates will be introduced here by Gregg shortly. Some of the Marabou items have been re-designed to meet American "traditions and customs," it was stated.

★NEW CHARMS
★MANY SURPRISES
ARE WAITING FOR YOU AT
PAUL A. PRICE CO.
NABU Exhibit
Morrison Hotel, Chicago
SEPT. 14-15-16

WE'RE BRINGING YOU SOMETHING TO MAKE *you* MONEY LIKE MAD!
IT'S NEW!
IT'S A BEAUTY!
IT'S A MONEY HONEY!
New CHAMPION BULK VENDOR
(DISTRIBUTORSHIPS AVAILABLE)
VENDS CHARMS and MERCHANDISE LIKE MAGIC!
DESIGNED BY OPERATORS FOR OPERATORS
See It AT THE N. A. B. V. CONVENTION, SEPT. 15 and 16 MORRISON HOTEL, CHICAGO, ILLINOIS
CHAMPION VENDORS SUPPLY CO.
119 E. HOUSTON ST. • SAN ANTONIO, TEXAS

MERCURY ATHLETIC SCALES
NEW DELUXE FLOOR MODEL

This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery.
Write, wire or phone.
GREAT LAKES SYSTEM
Phone: Grand Blanc 275
G-5274 S. Dort Hwy. Flint, Michigan


"DAV"
RAZOR BLADES
An AMAZING VENDING PROGRAM . . . that returns your cost within 4 months. See your distributor or write direct.
NOTE: Other flat package vendors, too. Write for full details.
National Sanitary Sales
Dept. B, 4307 W. Lawrence Ave. Chicago 30, Ill.

• We are roasters and salters of Nut Meats
• Spanish Peanuts
• Jumbo Peanuts
• Cashew Nuts
• Mixed Nuts
• Pistachio Nuts
• Wrigley's Gum
• Squash Seeds
• Red Skins
• Almonds
• Filberts
• Adams Gum
• Ball Gum
• Pan Candies
• Stands
• Brackets
• Scales
• Charms
• Globes
• Parts

Northwestern "49"
1-24 .... $17.35 ea.
25-99 .... 17.15 ea.
100 or more. 16.95 ea.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

Get Your Share of the FORTUNE IN COINS POURED INTO FAMOUS SILVER-KINGS
MIGHTY KING OF ALL VENDORS
SILVER-KING'S GOT 'EM ALL

1¢ CHLOROPHYLL BALL GUM VENDOR
• TODAY'S SENSATION •
(Vends 210 count—45¢ lb.)
1¢ "CHARM KING"—BALL GUM & CHARMS
(Time-tested and proved)
5¢ PISTACHIO or MIXED NUTS
(The busiest nickel snatcher)
1¢ "SUPERVENDOR"—KING-SIZE BALL GUM
(To wake up "sleepy" locations)
1¢ CANDY BAKED BEANS VENDOR
(Fine companion for ball gum machine)
5¢ SILVER-KING "HOT NUT"
(For that "extra-special" spot)
1¢ "HUNTER" ACTION BALL GUM VENDOR
(The kids stampede it)
1¢ or 5¢ SILVER-KING NUT VENDORS
(Best bet for bars)
2 for 1¢ SILVER-KING BALL GUM
(For quick, quick money)
VENDORS FOR ALL FOREIGN COINS
IMMEDIATE DELIVERY AT BEST DEALERS EVERYWHERE
ANY SPOT'S A HOT SPOT WHERE THERE'S A SILVER-KING
SILVER-KING CORP.
622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

MONEY BACK—GUARANTEE RECONDITIONED VENDORS
FREE! Order 10 reconditioned Vendors of One Kind — You Will Get One Extra FREE!

Burel—1¢—3 Col.
Vends Peanuts, Candy-Charms, pistachio nuts.
$19.50
New $39.50

Asco 5¢ Hot Nut
$14.50
New $49.50

1¢ BALL GUM	
Yu Chu	$ 3.95
Columbus	5.95
Silver King (new)	13.50
(used)	8.50
Topper (new)	13.50
1¢ BALL GUM—WITH CHARMS	
Victor V Globe Type (new)	$12.50
Victor V Cabinet Type (new)	14.50
Topper Standard (new)	13.50
Topper DeLuxe (new)	15.50
PENNY PACKAGE GUM	
Snacks Wrigley Gum, 1 Col.	$ 6.95
Rowe Stick Gum, 6 Col.	9.95
Hoff for Wrigley Gum, 8 Col.	12.95
PEANUT or PISTACHIO	
Northwestern Standard, 1¢-5¢	$ 7.50
Columbus Model M, 1¢ or 5¢	8.50
Northwestern 39, 1¢	8.50
Silver King, 1¢ or 5¢	8.50
Atlas Bantam (Almonds), (new), $14.95; (used)	9.95
Robbins 2-In-1, 2 Col.	9.95
Hawkeye Free Play, 1¢ (new), $14.50; (used)	12.50
Snacks, 1¢, 3 Col.	12.50
Variety Shops, 1¢, 5 Col.	14.50
Northwestern 3 Col. Tri-Selector, 1¢-5¢	17.50
Cabco Hot Nut, 5¢, 2 Col.	19.50
5¢ CANDY BAR	
U-Select-It	$49.50
25¢ CIGARETTE	
Uneeda Pak E, 6 Col.	$85.00
Rowe Imperial, 6 Col.	95.00

Ajax Wrigley's Gum and Life Savers, 2 Col.
$19.50
New $44.50
A. B. T. Challenger
$16.50
New $39.50

SERVICE VENDORS

Lighter Fluid, 1¢ (new)	$29.50
Sanitary Napkin (new)	29.50
Post Card, 2 for 5¢ (new)	39.50
Shipman Postage Stamp, 3 Col., Folder Type (new)	39.50
Northwestern Roll Type Postage, 1¢ and 3¢ Stamps	39.50

Write for Complete List of New and Used Vendors, Accessories and Supplies.
1/2 With Order, Balance C.O.D., F.O.B. Newark, N. J.
AJAX DISTRIBUTING COMPANY
55 BRANFORD STREET. NEWARK 5, NEW JERSEY BIGELOW 3-7744

BEST MONEY MAKERS . . . ANY LOCATION
•
VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR
Vends 2 for 1¢ or 2 for 5¢
Advise model desired when ordering.
4 or more, $13.00 each
100 or more, $12.00 each
Chicle Treet Gum—45¢ per pound.
Chloro Treet Gum—32¢ per pound (for 1¢ model)
Chloro Treet Gum—70¢ per pound (for 5¢ model)
5¢ model brings fast returns of $6.25 per pound.
ORDER NOW
PROMPT SHIPMENT
Parkway Machine Corp.
715 Ensor St. Baltimore 2, Md.

GIVE TO DAMON RUNYON CANCER FUND

ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Sise conversions for all ROWE, DU GRENIER, U-NEED-A-PAK AND NATIONAL machines. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price

Silver Quarter Operation; King Size Incl.
Here are the most sensational buys of factory overhauled and rebuilt cigarette machines ever offered!

DuGrenier Champion
9-11 cols. (incl. 4 king size cols.), 358 pack cap. ..$97.58

Rowe Royal
8 Cols., 320 Pks. or 18 Cols., 400 Pks. $95.00

SPECIAL!
ROWE TAB GUM, 5 Cols., 1¢, 400 Cap. $17.50
Mounting Bracket $1.50 Extra

Our Paints Are VENDERIZED Prevents Peeling, Flaking & Rusting.

SPECIALS ON CANDY MACHINES
DuG. Candyman, 72 Cap., Without Base ....$ 57.50
DuG. Candyman With Base. 62.50
National 9-18, 162 Cap. 115.00

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

ATTENTION: VENDING MACHINE OPERATORS!!!

New available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grands Vending 2 for 1c Chicle Treats and Chloro Treets; also going great—our Baby Grand Vending 2 for 5c Chloro Treets. Topper Deluxe at $14.20 per unit; Baby Grands at $13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at $18.20 per unit. Your gross, approx. $12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION
GRAFF VENDING SUPPLY CO.
2841 WEST DAVIS STREET DALLAS, TEXAS

5c BABY GRAND & JORDANETTES

(Candy coated Tiny Almonds assorted flavors and colors)
JORDANETTES 30 LB.
CS 75c lb.
(350 Count)
HOLDS 5# EMPTY MACHINE
GROSS APPROX. $12.50
Baby Grands also for Chloro Treets, $13.00 per unit—$12.00 hundred lots

STANDARD SPECIALTY CO.
5115 E. 14TH ST. OAKLAND 1, CALIF.

Let Us Arrange a
FREE DEMONSTRATION
of the Keeney Deluxe Electric
CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: a 432 pack capacity ★ Easy loading with swing-up top ● 3-way match vending ● Alternate front and rear column vending ★ Quick price changes ● Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

LOOK BABY GRANDS
on
TIME PAYMENT
In lots of 8 or more
8 Baby Grands $104.00
50 Lbs. Chiclo Treets 22.50
Finance Charges—50c Per Machine....... 4.00
$130.50
¼ down—balance in 20 weekly payments
Write for details and credit application
ROY TORR—LANSDOWNE, PA.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

MANUFACTURERS DISTRIBUTORS

● Continued from page 55

MINNEAPOLIS—Vand-All Co., 816 W. 36th St.
NEW YORK—Northwestern Sales & Service, 440 W. 42d St.
OMAHA—Peanut Products Co., 910 Harney St.
PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
ST. LOUIS—J. Rosenfeld Co., 3216 Olive St.
SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.

Oak Mfg. Co.

(vending machines)
11411 Knightsbridge Ave., Culver City, Calif.

ATLANTA—Capital Automatic Vending & Distributing Co., 1243 Virginia Ave., N.E.
BALTIMORE—Danco Coin Machine Co., 1302 E. Baltimore St.
BOSTON—American Nut & Chocolate Co., 1042-44 Fremont St.
BROOKLYN — J. Schoenbach, 1645 Bedford Ave.
CHICAGO — Empire Coin Machine, 1012-14 Milwaukee Ave.
CLEVELAND—Monroe Coin Machine, 2423 Payne Ave.
CLEVELAND—Ohio Gum Co., Beachland Station
COLUMBUS, O.—University Coin Machine Exchange, 854 North High St.
DALLAS — Master Sales & Service, P. O. 6222
DETROIT—Weidman Sales Co., 5911 4th Ave.
EL CAJON, Calif.—South Coast Vending Machine Supply, 1166 Merritt
ELIZABETH, N. J.—Seacoast Distributing Co., 1200 North Ave.
LAWRENCE, Mass.—Bunny Vending Co., 385 Lowell St.
LOS ANGELES — Operators Vending Machine Supply Co., 1023 S. Grand Ave.
MEMPHIS—Southern Amusement, 626 Madison Ave.
MINNEAPOLIS—Ellingsworth Supply Co., 659 Adams St.
PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
PITTSBURGH—Oak Sales Co., 2033 Fifth Ave.
SALT LAKE CITY—C. P. Callis, 227 Hubbard Ave.
SAN FRANCISCO—Wm. J. Newman Co., 430 Octavia St.
SEATTLE — Bert Farmer, 1435 23d Ave., S.
TAMPA—Frank Fleming, 2415 Stuart Ct.

Foreign Distributors:
CANADA—International Vendors, 501 Gladstone, Ottawa
CANADA—International Vendors, 640 Gerrard St., E., Toronto

Rock-Ola Mfg. Corp.

(juke boxes)
800 N. Kedzie Ave., Chicago 51

ATLANTA — Robinson Distributing Co., 301 Edgewood Ave., S.E.
BALTIMORE—Eastern Vending Sales Co., Inc., 840-942 Linden Ave.
BELOIT, Wis.—Savage Novelty Co., 628 Third St.
BOSTON—Music & Television Corp., 1119 Commonwealth Ave.
BUCHANAN, Mich.—Michiana Shuffleboard Sales, 206 E. Dewey Ave.
BUFFALO—Hacole Distributing Corp., 265 Franklin
BUTTE, Mont.—H. B. Brinck, 625 E. Front St.
CHARLOTTE, N. C.—Southern Music Corp., 2626 S. Boulevard
CHICAGO—World Wide Distributors, Inc., 2330 N. Western Ave.
CLEVELAND—Lake City Amusement Co., 4533 Payne Ave.
DALLAS—Walbox Sales Co., Inc., 6909 Main St.
DENVER — Modern Distributing Co. 3222 Tajon St.
DETROIT—Brilliant Music Co., 19963 Livernois Ave.
ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.
FT. WAYNE, Ind.—Binco Music Distributing Co., 1829 S. Calhoun St.
GRAND RAPIDS, Mich.—Bill Doyle & Co., 116 Michigan, N.W.
INDIANAPOLIS—Calderon Distributing, 450 Massachusetts Ave.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St.
KANSAS CITY, Mo. — Uni-Con Distributing Co., 3410 Main St.
LOS ANGELES—Dan Stewart Co., Inc., 2667 West Pico
LOUISVILLE—H. M. Branson Distributing Co., 611 E. Broadway
MEMPHIS—S & M Sales Co., Inc., 1074 Union Ave.
MILWAUKEE — Badger Novelty Co., 2546 N. 30th St.
MONTGOMERY, Ala. — Franco Distributing Co., 24 N. Perry
NASHVILLE—Frank Swartz Sales Co., 515-A 4th Ave., S.
NEW ORLEANS—A. M. & F. Distributing Co., 3116 Tulane Ave.
OKLAHOMA CITY—Boyle Amusement Co., 622 N. W. Third
OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
PHILADELPHIA—S & K Distributing Co., 2014 Fairmount Ave.
PITTSBURGH—B. D. Lazar Co., 1636 Fifth Ave.
PORTLAND, Ore.—Cusson Distributing Co., 3131 S. E. Division St.
RICHMOND, Va.—Wertz Music Supply Co., 1013 E. Cary St.
ST. LOUIS—Ideal Novelty Co., 2623 Locust St.
ST PAUL—La Beau Novelty Sales Co., 1946 University Ave.
SALT LAKE CITY—Dan Stewart Co., Inc., 140 E. 2d, S.
SAN ANTONIO—United Amusement Co., 446 N. Main St.
SANTA ROSA, Calif.—Coin Machine Service Co., 422 Wilson St.
SEATTLE—Pudget Sound Novelty Co., Inc., 114 Elliott Ave., W.
SYRACUSE—Baille Distributing Co., 647 S. West St.
TUCSON, Ariz.—Paul W. Hawkins, 329 E. 7th St.
TULSA, Okla.—Automatic Music Co., 1401 E. First St.
YOUNGSTOWN, O.—Dixon Distributors, 3606 Southern Blvd.

J. P. Seeburg Corp.

(juke boxes)
1500 N. Dayton St., Chicago 22

ALBANY, N. Y.—Davis Distributing Corp., 1056 Broadway
ATLANTA—Sparks Specialty Co., 104 Edgewood Ave.
BALTIMORE—The Musical Sales Co., 140 W. Mt. Royal Ave.
BIRMINGHAM — Wolfe Distributing Co., Inc., 1626 Sixth Ave., N.
BOSTON—Trimount Automatic Sales Corp., 40 Waltham St.
BUFFALO, N. Y.—Davis Distributing Corp., 875 Main St.
CHICAGO—Atlas Music Co., 2200 N. Western Ave.
CINCINNATI — Shaffer Music Co., 1200 Walnut St.
CLEVELAND — Music Systems, Inc., 2600 Euclid Ave.
COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.
COLUMBUS, O.—Shaffer Music Co., 606 S. High St.
DALLAS—S. H. Lynch & Co., 2900 Gaston Ave.
DENVER—R. F. Jones Co., 1614 Pearl St.
DES MOINES—Atlas Music Co. of Iowa, 221 Ninth St.
DETROIT — Music Systems, Inc., Michigan, 10217 Linwood Ave.
EVANSVILLE, Ind.—S. L. Stiebel Co., 105-107 N. W. 6th St.
FAYETTEVILLE, N. C.—Music Distributors, Inc., 213-215 Franklin St.
HARTFORD, Conn.—Atlantic Connecticut Corp., 790 Albany Ave.
HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
INDIANAPOLIS—Shaffer Music Co., 1327 N. Capitol Ave.
JACKSONVILLE, Fla.—Wolfe Distributing Co., 459 Riverside Ave.
KANSAS CITY, Mo.—W. B. Music Co., Inc., 1618 McGee St.
LANSING, Mich.—Music Systems, Inc., Michigan, 1224 Turner Ave.
LOS ANGELES—Minthorne Music Co., 2916-20 W. Pico Blvd.
LOUISVILLE—S. L. Stiebel Co., 636 W. Main St.
MEMPHIS — Sammons-Pennington Co., 1048 Union Ave.
MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
MINNEAPOLIS—S. L. London Music Co., Inc., 2805-07 Hennepin Ave.
NASHVILLE—S. L. Stiebel Co., 313 Seventh Ave., S.
NEWARK, N. J.—Atlantic New Jersey Corp., 772 High St.
NEW ORLEANS—Lynch & Zander Co., 832 Baronne St.
NEW YORK — Atlantic New York Corp., 583 Tenth Ave.
OKLAHOMA CITY—Copeland Distributors, Inc., 900 N. Western
PHILADELPHIA — Atlantic Pennsylvania Corp., 919-921 N. Broad St.
PITTSBURGH—Atlas Music Co., 2217 Fifth Ave.
PORTLAND, Ore.—R. F. Jones Co., 1515 N. E. Broadway
ROCHESTER, N. Y.—Davis Distributing Corp., 2011 Main St., E.
ST. LOUIS—W. B. Distributors, Inc., 1012 Market St.
SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.
SAN ANTONIO—S. H. Lynch & Co., 414 Dolorosa
SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
SEATTLE—R. F. Jones Co., 2208 Fourth Ave.
SOPERTON, Ga.—Sparks Specialty Co.
SYRACUSE—Davis Distributing Corp., 738 Erie Blvd., E.
TOLEDO—Music Systems, Inc., 1312 Jackson Ave.

American Steel Export Co.

347 Madison Ave., New York 17
Foreign Distributors:
CANADA—R. C. Gilchrist, Ltd., 1166 Bay St., Toronto

United Mfg. Co.

(games)
3401 N. California Ave., Chicago 18

ATLANTA—F. A. B. Distributing Co., 604 Ivy St., N. E.
BALTIMORE—Double U Sales Corp., 1101 N. Cathedral St.
CHICAGO—Empire Coin Machine Exchange, 1012 Milwaukee Ave.
CINCINNATI—Sicking, Inc., 1401 Central Pkwy
CINCINNATI — Southern Automatic Music Co., 1000 Broadway
CLEVELAND — Cleveland Coin Machine Exchange, 2021 Prospect Ave.
COLUMBIA, S. C.—T. B. Holliday Co., 727 Main St.
COLUMBUS, O.—Central Ohio Coin Machine Exchange, 625 S. High St.
DALLAS—Commercial Music Co., Inc., 1501 Dragon St
DENVER—Wolf Distributing Co., 8600 W. Colfax Ave.
EVANSVILLE, Ind. — Automatic Amusement Co., 1000 Pennsylvania St.
EVANSVILLE, Ind.—Carl Speis Co., 316 W. Columbia Ave.
FAIRMONT, W. Va.—Mid-State Distributors, 1122 Fairmont Ave.
FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maumee
INDIANAPOLIS—Sicking, Inc., 1312 N. Capitol
INDIANAPOLIS—Southern Automatic Music Co., 128 W. North St.
JACKSONVILLE—Taran Distributing Co., 90 Riverside Ave.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St.
KANSAS CITY, Mo.—Uni-Con Distributing Co., 6410 Main St.
LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
LOUISVILLE — Southern Automatic Music Co., 735 S. Brook St.
MEMPHIS—Williams Distributing Co., Inc., 1117 Union Ave.
MIAMI—Taran Distributing Co., 2820 N. W. Seventh Ave.
MILWAUKEE — Paster Distributing Co., 2606 W. Fond du Lac
NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave., S.
NEW ORLEANS—Delta Music Sales Co., 704 Baronne St.
NEW YORK—Dave Simon, Inc., 627 Tenth Ave.
OKLAHOMA CITY—Culp Distributing Co., 614 W. Grand Ave.
PHILADELPHIA — Banner Specialty Co., 199 W. Girard Ave.
PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1126 S. W. 16th Ave.
ROCKFORD, Ill.—Mid West Distributing Co., 208 N. Madison St.
ST. LOUIS—Central Distributors, Inc., 2315 Olive St.
ST. PAUL — Mayflower Distributing Co., 2218 University Ave.
SALT LAKE CITY—Dan Stewart Co., 140 E. Second, S.
SAN ANTONIO — Commercial Music Co., Inc., 901 E. Houston St.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SEATTLE—Western Distributors, 6126 Elliott Ave.
TOLEDO — Cleveland Coin Machine Exchange, 1827 Adams St.
WICHITA, Kan.—United Distributing, Inc., 513 E. Central Ave.

Foreign Distributors:
HAWAII — Service Games Co., 210 Mokauea St., Honolulu

The Rudolph Wurlitzer Co.

(juke boxes)
North Tonawanda, N. Y.

ALBANY, N. Y.—Bilotta Distributing Corp., 1120 Broadway
ATLANTA — F.A.B. Distributing Co., Inc., 304 Ivy St., N.E.
BALTIMORE—The Winters Distributing Co., 1713-16 Harford Ave.
BOSTON—Poola Distributors, Inc., 1022 Commonwealth Ave.
BUFFALO — Century Music Distributors, 1221-23 Main St.
CHARLESTON, W. Va. — Cruze Distributing Co., Inc., 105 Virginia St., W.
CHARLOTTE, N. C.—Brady Distributing Co., 522 E. Trade St.
CHICAGO — Coven Distributing Co., Inc., 3181 N. Elston Ave.
CINCINNATI—T & L Distributing Co. 1321-23 Central Pkwy.
CLEVELAND—Northern Music, Inc., 6307 Euclid Ave.
COLUMBIA, S. C.—F.A.B. Distributing Co., Inc., 911 Gervais St.
DALLAS—Commercial Music Co., Inc. 1501 Dragon St.
DENVER—Draco Sales Co., 2006 W. Alameda
DES MOINES — Sandler Distributing Co., 110 11th St.
DETROIT—Angott Distributing Co., Inc., 2616 Puritan Ave.
HOUSTON — Steele Distributing Co., 3300 Louisiana St.
JACKSONVILLE, Fla.—Bush Distributing Co., 60 Riverside Ave.
KANSAS CITY, Mo. — Central Music Distributing Co., Inc., 1523-25 Grand Ave.
LOS ANGELES—Paul A. Laymon, Inc., 1429 W. Pico Blvd.
LOUISVILLE—Cain-Caillouette, Inc., of Kentucky, 122-24 S. Seventh St
MEMPHIS—Williams Distributing Co. Inc., 1117 Union Ave.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE—United, Inc., 4227 W Vliet St.
MINNEAPOLIS—Lieberman Music Co. 257 Plymouth Ave., N.
NASHVILLE — Cain-Caillouette, Inc 1500 Broadway
NEWARK, N. Y.—Bilotta Distributing Co., 224 N. Main St.
NEW ORLEANS—F.A.B. Distributing Co., 1019 Baronne St.
NEW YORK — Young Distributing Inc., 599 10th Ave.
OKLAHOMA CITY—Culp Distributing Co., 614-16 W. Grand Ave.
OMAHA—Central Music Distributing Co., Inc., 2562-64 Harney St.
PHILADELPHIA — Active Amusement Machines Co., 666 N. Broad St.
PITTSBURGH — Music Distributing Co., 2001 Fifth Ave.
RICHMOND, Va.—O'Connor Distributors, Inc., 2320 W. Main St.
ST. LOUIS—Brandt Distributing Co., Inc., 1809-11 Olive St.
SAN ANTONIO — Commercial Music Co., Inc., 901 E. Houston St.
SAN FRANCISCO—Emarcy Distributing Co., 348 Sixth St.
SEATTLE—Northwest Sales Co., 906 Elliott Ave., W.
TUCSON, Ariz.—Maestro Music, Inc. 121 E. Broadway
TULSA, Okla.—Culp Distributing Co 1405 E. First St.

★NEW CHARMS
★MANY SURPRISES
ARE WAITING FOR YOU AT
PAUL A. PRICE CO.
NABU Exhibit
Morrison Hotel, Chicago
SEPT. 14-15-16

VICTOR'S

TOPPER DELUXE
globe style

VICTOR'S

BABY GRAND

VICTOR'S

TOPPER DELUXE
half-cabinet style

AUTHORIZED

VICTOR

DISTRIBUTOR

Ace Vending & Distributing Co.

2702 W. Pico Blvd.

Los Angeles 6, Calif.

Manufacturers' Directory

Here, classified according to the type of equipment they manufacture, is a list of the makers of most major kinds of coin machines. Every attempt has been made to insure that the list is both accurate and complete.

AMUSEMENT EQUIPMENT

Games

Bally Mfg. Co.
2640 Belmont Ave.
Chicago

Chicago Coin Machine Co.
1725 Diversey Blvd.
Chicago 14

Exhibit Supply Co.
4218-40 N. Lake St.
Chicago 24

Genco, Inc.
2621 N. Ashland Ave.
Chicago 14

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51

J. H. Keeney & Co.
2600 West 50th St.
Chicago

Marvel Mfg. Co.
2845 W. Fullerton
Chicago 47

United Mfg. Co.
3401 N. California Ave.
Chicago 18

Williams Mfg. Co.
4242 W. Fillmore St.
Chicago

Horses (coin operated)

Bally Mfg. Co.
2640 Belmont Ave.
Chicago

Beauty Horse Sales Co.
River Edge, N. J.

Capital Projector Corp.
556 West 52d St.
New York

Conet Sales Co., Inc.
627 10th Ave.
New York

The Exhibit Supply Co.
4222 West Lake St.
Chicago

King Amusement Co.
82 Orchard St.
Mount Clemens, Mich.

Merry-Go-Round Sales, Inc.
1507 N. 33d St.
Philadelphia, Pa.

Memphis Metal Mfg. Co.
735 Tanglewood
Memphis, Tenn.

Range Elder Co.
419 E. 14th Terrace
Kansas City, Mo.

Roc-A-Ride Sales
1507 N. 33d St.
Philadelphia, Pa.

Royal Engineering Co.
550 West Beach Ave.
Inglewood, Calif.

Wonder Horse Co.
641 Columbus Dr.
Pascagoula, Miss.

JUKE BOXES

AMI, Inc.
1500 Union Ave., S. E.
Grand Rapids 2, Mich.

H. C. Evans & Co.
1558 W. Carroll Ave.
Chicago 7

Ristaucrat, Inc.
1218 E. Wisconsin Ave.
Appleton, Wis.

Rock-Ola Mfg. Co.
800 N. Kedzie Ave.
Chicago 5

J. P. Seeburg Corp.
1510 North Dayton St.
Chicago 22

The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.

VENDING MACHINES

Bulk Venders

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Andrews Mfg. Co.
660 S. Rochester Rd.
Clawson, Mich.

Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland, O.

Belvend Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago

Bloyd Mfg. Co.
Valley Station, Ky.

Champion Venders Supply Co.
1116 E. Houston St.
San Antonio

Columbus Vending Co.
2005 E. Main St.
Columbus, O.

Ford Gum & Machine Corp.
P. O. Box 510
Lockport, N. Y.

Northwestern Corp.
1006 E. Armstrong St.
Morris, Ill.

Oak Mfg. Co.
11411 Knightsbridge Ave.
Culver City, Calif.

W. G. Parrish, Inc.
822 W. Ohio St.
Chicago

Silver King Corp.
622 Diversey Pkwy.
Chicago

Vendomatic Sales & Mfg. Co.
2806 Tampa St.
Tempe

Victor Vending Machine Corp.
5701 Grand Ave.
Chicago 39

Candy Bar Venders

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Atlas Tool & Mfg. Co.
5147 Natural Bridge
St. Louis, Mo.

Belvend Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago

Coan Mfg. Co.
2070 Helena St.
Madison, Wis.

Arthur DuGrenier, Inc.
Haverhill, Mass.

J. H. Keeney & Co.
2600 West 50th St.
Chicago

Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago

National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis 15, Mo.

Shipman Mfg. Co.
1328 S. Lorena St.
Los Angeles 23, Calif.

Silver King Corp.
622 Diversey Pkwy.
Chicago 14

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Vendall Company
2323 Wolfram St.
Chicago 18

Cigar Venders

Cigaromat Corp. of America
1315 Walnut St.
Philadelphia 3, Pa.

Malkin-Illion Co.
396 Colt St.
Irvington, N. J.

Zaug's Modern Vending Service
411 S. Pearl St.
New London, Wis.

Cigarette Venders

A & A Co., Inc.
1133 South Ave.
Plainfield, N. J.

Automatic Products Co.
250 W. 57th St.
New York 19

Coan Mfg. Co.
2070 Helena St.
Madison, Wis.

Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Eastern Electric, Inc.
70 Prospect St.
New Bedford, Mass.

J. H. Keeney & Co.
2600 W. 50th St.
Chicago

Lehigh Foundries, Inc.
1500 Lehigh Drive
Easton, Pa.

Maple-Leaf Enterprises
4030 Marlowe Ave.
Montreal, Canada

National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis 15, Mo.

Rowe Mfg. Co., Inc.
31 E. 17th St.
New York

Stoner Manufacturing Corp.
328 Gale St.
Aurora, Ill.

Coffee Venders

Chef-Way, Inc.
527 Southwest Blvd.
Kansas City 8, Mo.

Cole Products Corp.
39 S. La Salle St.
Chicago 3

Coan Mfg. Co.
2070 Helena St.
Madison, Wis.

Harmon Enterprises
30 N. La Salle St.
Chicago

Indevco, Inc.
806 E. 141st St.
Bronx 54, N. Y.

Bert Mills Corp.
400 Crescent Blvd.
Lombard, Ill.

Rudd-Melikian, Inc.
1946 N. Howard St.
Philadelphia, Pa.

Coin Changers

Hamilton Scale Co.
1702 Summit St.
Toledo 11, O.

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

(This listing shows only those firms which build service or stand-by changers, does not include those firms which make built-in changers.)

Cookie Venders

Coan Manufacturing Co.
2070 Helena St.
Madison, Wis.

Wm. F. Shepheed, Inc.
2664 Woodburn Ave.
Cincinnati 6, O.

Statler Mfg. Co.
2122 Broadway
New York 23

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Vend-Elite Mfg. Co.
1536 N. Halsted St.
Chicago

Food Venders

Automatique, Inc.
475 Fifth Ave.
New York 17

Lunch-O-Mat Corp. of America
2112 Broadway
New York 23

Fruit Venders (refrigerated)

Frigid Fruit Co.
1303 S. 20th Ave.
Yakima, Wash.

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles 36, Calif.

Gum Venders (1c stick)

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago

Northwestern Corp.
1006 E. Armstrong St.
Morris, Ill.

Pulver Co.
53 Canal St.
Rochester 8, N. Y.

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Gum Venders (5c package)

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

W. G. Parrish, Inc.
822 West Ohio St.
Chicago

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles 23, Calif.

Stoner Mfg. Co.
328 Gale St.
Aurora, Ill.

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

Wm. Wrigley Jr. Co.
410 N. Michigan Ave.
Chicago

Hosiery Venders

Lehigh Foundries, Inc.
1500 Lehigh Drive
Easton, Pa.

Rowe Mfg. Co.
31 E. 17th St.
New York

Vendomatic Machine Corp.
34 W. 33d St.
New York

Hot Nut Venders

Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland

Silver King Corp.
622 Diversey Pkwy.
Chicago 14

Tropical Trading Co.
5 South Wabash Ave.
Chicago 3

Ice Cream Venders

Arctic Vender Sales Co.
300 Sanford St.
Menasha, Wis.

Atlas Tool & Mfg. Co.
517 Natural Bridge Ave.
St. Louis, Mo.

Belvend Mfg. Co.
122 S. Michigan Ave.
Chicago 3

Fred Hebel Corp.
126 N. Union Ave.
Chicago 6

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

Juice Venders

American Citrus Corp.
333 N. Michigan Ave.
Chicago 13

Cedar Hill Farms
6980 Wooster Pike
Cincinnati 27, O.

Juice Bar Corp.
12 East 44th St.
New York

Metal Products Co.
1134 Third St.
Oakland 7, Calif.

Minute Maid Corp.
488 Madison Ave.
New York 22

Welch Grape Juice Co.
55 Fifth Ave.
New York

Milk Venders

Cedar Hill Farms, Inc.
6980 Wooster Pike
Cincinnati 27, O.

Daniels & Associates
P. O. Box 741
Evanston, Ill.

Food Engineering Corp.
179 Elm St.
P. O. Box 1028
Manchester, N. H.

Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.

Refrigeration Engineering Corp.
Montgomery, Minn.

Rowe Mfg. Co., Inc.
31 E. 17th St.
New York

Popcorn Venders

Auto-Vend, Inc.
3612 Cedar Springs
Dallas 4, Tex.

DMC Corporation
30-20 Thompson Ave.
Long Island City 1, N. Y.

Sun-Puft Popcorn Corp.
1840 Cimarron St.
Los Angeles 12

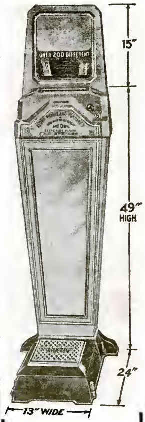
Postage Stamp Venders

Flotte Mfg. Co.
Box 300
Miami 44, Fla.

Northwestern Corp.
1006 E. Armstrong St.
Morris, Ill.

Schermack Products Corp.
1164 W. Baltimore
Detroit 2, Mich.

(Continued on page 114)



WEIGHT 165 LBS.

$25 DOWN

Balance $10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Will not be at the NAMA show this year.

COME OUT

to the plant and see our NEW 5c Horoscope Scale.

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill

Est 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE Chicago

SAM AND GEORGE EPPY INVITE YOU TO SEE "The NEWEST in CHARMS" in Room 740 Morrison Hotel, Chicago at the N. A. B. V. Convention

THIS YEAR we bring to Chicago a

LINE of NEW CHARMS

which we consider to be the very BEST NEW CHARMS we have manufactured to date.

The EXTENT of our NEW LINE of CHARMS, as well as our NEW CHARM IDEAS, will be, we believe, the talk of the Convention.

Our display will open Saturday, Sept. 13, and will run until Wednesday, Sept. 17.

SEE WHAT EPPY HAS—in Room 740, Morrison Hotel.

Samuel Eppy & Co., Inc.

91-15 144th Place Jamaica 2, N. Y.

$ $ $ $ $ $ $ $ $ $ $ $ $

WE HAVE THEM
VICTOR'S BIG 3

TOPPER DE LUXE GLOBE STYLE .... $56.60 per case of 4
BABY GRAND 1¢ OR 5¢ .... 52.00 per case of 4
TOPPER DE LUXE CABINET STYLE ... 56.60 per case of 4

Victor Products Make Operators Big Profits.
We have all of Victor's machines, parts and supplies in stock for immediate delivery.

CHLORO-TREETS, 2 FOR 1¢ .... $13.00 per case of 25 lbs.
CHICLE-TREETS, 2 FOR 1¢ ...... 11.25 per case of 25 lbs.
CHLORO-TREETS, 2 FOR 5¢ ..... 17.50 per case of 25 lbs.

Order Today: Send 1/3 deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

Victor's Authorized Factory Distributor

LOGAN DISTRIBUTING CO.

627 Milwaukee Ave. Chicago 22, Illinois

$ $ $ $ $ $ $ $ $ $ $ $ $

BRAND NEW SENSATION | IMPORTANT! | THE GREATEST EVER OFFERED

SALESMEN, AGENTS, DISTRIBUTORS:

You have watched and waited—now here it is! New, exciting, high-profit vending machine that will create a sensation wherever offered. Be first in your territory with the brand new money-maker. Don't delay, write today for full details on how you can cash in on the hottest package in the vending machine business. No obligation, all replies confidential.

GENERAL MANAGER

Box D-244, c/o The Billboard Cincinnati 22, Ohio

over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

TOPPER DELUXE
globe style

SUPERIOR SUPER-SALESMEN
The Big 3 by Victor

TOPPER DELUXE globe style • **BABY GRAND** • **TOPPER DELUXE** half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style

1 to 5 cases at $56.80 per case of 4 F.O.B. Factory
6 to 11 cases at $56.00 per case of 4 F.O.B. Factory
12 to 24 cases at $55.00 per case of 4 F.O.B. Factory
25 or more cases at $52.80 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALLGUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

BABY GRAND

TOPPER DELUXE
half-cabinet style

Victor's Baby Grand. Chicle Treets and Chloro Treets, the right combination for greater profits and steadier income. Vends Chicle Treets 2 for 1c 300 count per pound, or Chloro Treets, 336 per pound. Or Chloro Treets 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treets. Baby Grand is packed and sold 4 machines to the case.

Less than 25 cases @ $52.00 per case. 25 cases or more @ $48.00 per case.
One-third certified deposit must accompany all orders. F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue **Chicago 39, Illinois**
Manufacturers of the famous line of TOPPER vendors

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

Coin radios and televisions; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duana St., New York City.

Help Wanted

Financial partnership wanted in buying and operating coin operated machine routes throughout the United States. Amusement Route Company, C. Ted Houchins, Mgr., Hinton, W. Va.

Pin Ball Mechanic wanted; good pay and good working conditions; must be sober Write Box 547, Billboard, 188 W. Randolph St., Chicago 1, Ill.

Wanted—Good, all around, sober and re-liabla Man for Seeburg A's and B's, Bingo and Bowling Games. The right job for the right man. State references and experience when answering. Job located in Central New York. Box 560, The Billboard, Chicago 1, Ill.

Wanted—Mechanic for Games in Chicago area. Box 558, The Billboard, Chicago 1, Ill.

Parts, Supplies & Services

Decals for Vending Machines; catchy de-signs, low price; write for folder. Grand, 2506B 52nd, Kanosha, Wis.

For best buys in bulk vendors and supplies write for literatura. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Heath Drop Chute and Switch, 5¢, 10¢ or 25¢ play; Heath feather-touch push-pull type, 1¢, 2¢, 5¢, 10¢ or 25¢ play; immediate delivery from stock. Heath Distributing Co., 234 Third St., Macon, Ga.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery, write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Used 1c-5c Candy, Nut, Ball Gum Venders

Bought, sold, exchanged

All parts, coin wrappers, coin counters, tab gum, panned candies, cast iron stands, top plates for 2 venders, top plates for 3 venders. Ball Gum—210, 170, 140—24¢ per lb in case lots (25 lbs.). Jumbo Size Ball Gum—25¢ per lb. in case lots (25 lbs.). Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. in case lots (25 lbs.). Chicle Treets—300 count—45¢ per lb. in case lots (25 lbs.). All prices f.o.b. factory. ⅓ deposit, balance c.o.d.

KING & CO.

Distributors of Northwestern Model 49 and Tab Gum Vendars

2700 W. Laka St. Chicago 12, Illinois

Routes for Sale

Rio Grande Valley, Texas—50 Phonographs, 25 Bowlers and Guns, about $25,000; yaarly take, $10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

Western Michigan; established 22 years; approx. 400 pcs. Phonos, Pins, Alleys, Boards; takes $30,000 down or may split into routes; satisfactory incoma; owner wishes to retira. Box 545, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models, lowest prices What have you to sell? Mack Postol, 2952 Milwaukee Ava., Chicago, Ill.

For Sale or Trade — Latest model Deluxe Photomatic. G. E. Garratt, 21036 Cohasset, Canoga Park, Calif.

For Sale — Mills, Jennings, Pace, Watling Bells, Double Ups, Super Bonus, Singles-Twins; beautifully reconditioned; Evans Races, $100, new Bally Clover Bells. General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnut 2-4378.

For Sale—5 Rock-Ola 1428 Blonde, 1 United Shuttle Alley, 5 Pin Balls, all on location now; 2 39 Rock-Olas, 1 38 Rock-Ola. Bill Johnson, St. Ignace, Mich.

For Sale—10 Scoopy Ball Gum Venders, 15 A.B.T. Challengers, all in very good condition, $18 aach. A. R. Young, 9274 Stone, Detroit 9, Mich.

For Sale—12 Pop Corn Sex Machines on or off location, coin operated, excellent condition, $35 each. Emden, 1123 Egan Court, Cincinnati 29, Ohio. Phone: REdwood 4319.

FOR SALE

2 Exhibit's Big Bronco

Used 3 months, packed in the original crates.

$750 each.

W. L. GROOVER

1896 Madrona St., N. W. Atlanta, Georgia

King Ride 'Em Cowboy Horses, slightly used, $495 each. Al Brass, 805 W. Mercury, Butte, Mont.

Like New — Advance, Columbus, North-western, Master Ball Gum Machine with 3,500 balls best ⅝" gum only $15. Peanut Machines with 25# #1 salted Spanish peanuts, $15; Imps, $10; Gottlieb latest model Three-Way Grips, never on location, $22.50 T. D. Thomas Co., 1572 Jefferson St. Paducah, Ky. Phone 2131

Must sell these new machines at great loss— Silver King made 7 Hunter Gum Balls, $15 each; 7 Hot Nut, $12.50 each; 5 100 Bar Candy, $25 each. Box 559, The Billboard, Chicago 1, Ill.

Mutoscope Photomatic, late model, good condition; best offer takes. Ballard, 119 Stata Line Road, Niles, Mich.

Sell 40 National Hot Nut Vendors, 10 Na-tional Hunter Ball Gum; part or whole., raasonabla. Apt. 14, 630 S.W. 17th Ave., Miami.

U-Select-It, 72-bar size, $27.50; 74-bar size, $37.50; Shipman 3 column like new Candy Bar Machines, $22.50—cost $69.50; Cigarette Machines, quarter operation, all makes, $22.50 up. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Used less than 1 year—329 Ajax 3-Column Hot Nut Vanders (cost $79.50), only $17.50 each; 26 Sizzle Snack Hot Dog Machines, $27.50 each; 7 Silver King Hunters, $10 each; 10 Pop Corn Warmers, $9 each; 25 New Silver King 5¢ Hot Nut Vendars, $20 each; 35 Used Silver King Hot Nut Venders, $12 each; 6 Ideal Card Vendars, $9 each; 8 Dural Bast Hands, $10 each. ⅓ deposit, balance C.O.D., or will trade for late Cigarette or Charm Machines. W. B. Copley, 808 6th St., Durham, N. C.

Wanted — Used Bingo Games, new Silver King Hunter Guns, Solotone, Selective Boxes and Hideaways send price and condition of equipment. Box 555, Tha Billboard, Chicago 1, Ill.

Want to Sell! 1 Chicago Coin 4 Player Derby at $169, clean; 1 Williams Sea Jockey at $195; 1 Sparkplug at $195; 4 Universal Super Twins at $45; 2 Genco Target Shuffle Alleys at $65. Zak, 3017 South 14th St., Milwaukee 15, Wisc.

Will trade Turf Kings (like new) for music cigarette or any other coin machine equipment. Runyon, 123 West Runyon St. Newark 8, N. J.

Wanted to Buy

Alan Klein will buy Master, Ye Chu Ball Gum and Exhibit Card Vendors. 1711 W. Grange St., Philadelphia, Pa.

Want to Buy! Bingo Rolls (Genco) at $60; Universal Hi-Score Bowlers at $75; AMI Model B's at $350; Keeney Four Players, 8 foot with big pins, at $125; also other makes of 4, 5 and 6 Players. Zak, 3017 South 14th St., Milwaukee 15, Wis.

Wanted—Erie Diggers, any condition; hand operated type only. Collins, 2120 Grace St., Dubuque, Iowa.

WANTED

Chicago Coin Bowling Alleys, Bally Baseball, United Twin Rebound, United Shuffle Sluggers. RAndolph 6-0879, Chicago, or write Streamliner Coin, 9842 Calhoun Ave., Chicago 17, Ill.

Wanted—Good used Q-Ball Machines; will trade New Irish Poker (pool game, retails $165). Write 2400 W. 24th, Pine Bluff, Ark.

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under:

- ☐ Agents and Distributors Wanted
- ☐ Help Wanted
- ☐ Parts, Supplies and Services
- ☐ Positions Wanted
- ☐ Routes For Sale
- ☐ Used Coin-Operated Equipment
- ☐ Want to Buy

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- ☐ Display Classified
- ☐ Regular Classified

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only

$______ Payment enclosed ☐ Bill me

Name______

Address______

City______ Zone____ State______

ADVERTISING RATES

● **REGULAR-CLASSIFIED**

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word .... $ .20

2 or more CONSECUTIVE or 26 insertions, per word .... .18

52 CONSECUTIVE insertions, per word .... .16

Minimum $3.

● **DISPLAY-CLASSIFIED**

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 20 lines or more.

Per agate line $1.00

2 or more CONSECUTIVE or 26 insertions, per agate line .... .95

52 CONSECUTIVE insertions, per agate line .... .90

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

WILLIAMS New **PARATROOPER**

At long last!! Here is a new game that is different . . . that has play appeal that tends to repeat play. Side rollover channels, hi-score game, free play, automatic flipper, 4 paratroopers. It's sensational—and how. Contact us today, you'll find it will pay!

WILLIAMS NEW **LONG BEACH**

Different! Exciting! 2-card, 5-ball Bingo Game with double score game-to-game feature for repeat play.

NEW ACE **COIN COUNTER**

1953 Model. Precision operation. Tubes, meter tray. Counts 1¢, 5¢, 10¢, 25¢ $159.50

WANT TO BUY

- Bally BRITE LITES
- Bally CONEY ISLAND
- Bally BRIGHT SPOT
- Bally ATLANTIC CITY
- Bally PALM BEACH

WILLIAMS NEW **MUSIC MITE**

Brand new, modern design. Superb tone. Ten 45 RPM records, selector, accumulator and cancel button, beautiful matching stand.

5¢ plays $145 — 5¢, 10¢, 25¢ $195

CHAMPION

Bally's New Mechanical Horse. The wonder horse sensation! Smooth riding action. Completely safe for all children. Slug proof. Sturdy, quiet operating mechanism. Retractable casters for easy handling. Financing available.

GENUINE DE LUXE **FORMICA TOPS**

The only original Formica Top with original Silk Screened playing instructions. New low prices—for volume is what we want! Why refinish play fields frequently when Formica Tops are so economical. For all United, Chicago Coin, Universal and Keeney games. Includes can of special glue.

8' and 9' sizes $16.95 — Lots of Five or more $15

MISCELLANEOUS **GAMES**

Exhibit SIX SHOOTER	$185
Exhibit DALE GUN	65
Wms. SUPER WORLD SERIES	225
Exhibit SILVER BULLETS	150
Bally TURF KING	165
Wms. DOUBLE HEADER	35
Wms. SPARK PLUG	220
Wms. HAYBURNER	195
QUIZZER	75
Keeney BOWLING CHAMP ATTACHMENT	95

TERMS: 1/3 deposit balance sight draft

!! FALL CLEARANCE !!

ALL EQUIPMENT PRICED TO GO

5 BALLS

2 Bank-A-Ball	Ea. $ 37.50
4 Bingo Bango (converted from Just 21), new paint job	54.50
2 Canasta	29.50
1 Floating Power	29.50
1 King Arthur	54.50
1 Olde King Cole	24.50
1 Lucky Inning	39.50
2 Rocket	84.50
1 Sally	24.50
2 Select-A-Card	24.50
2 Shoo Shoo	89.50
1 Show Boat	27.50
1 South Pacific	89.50
1 Sweetheart	59.50
2 Tahiti	54.50
2 Tri-Score	47.50

CIGARETTE MACHINES

10 Smokeshops (Custom Model 612). $149.50

1 BALLS

10 Champion Free Play	Ea. $ 49.50
2 Turf Kings	119.00
12 Winners	49.50
2 Hialeah (Converted from Turf King)	174.50

SHUFFLE ALLEYS

6 Bally Speed Bowler	Ea. $ 25.00
1 United Skee Alley (Skee Ball with Quoits, like new)	49.50
1 Williams Double Header (Base Ball, like new)	44.50

ARCADE

1 Chi Coin All Star Hockey	Ea. $ 29.50
2 Chi Coin Basket Ball Champ	144.50
1 Exhibit Six Shooter	134.50
1 Max Glass Hockey	37.50
2 Universal Bowl-O-Matic ($25.00 extra for crating)	239.50
1 Williams All Stars	44.50
1 Williams Star Series	72.50

MUSIC

4 A.M.I. Model A	Ea. $225.00
2 Wurlitzer Model 1015	109.50
1 Wurlitzer Model 1080A	124.50
2 Wurlitzer Model 750	54.50
4 Wurlitzer Model 600	42.50
2 Wurlitzer Model 500	42.50
16 Aireons, complete, all good plastics, working, right off locations, "as is"	Ea. 40.00
2 Seeburg Model 46M	Ea. $ 99.50
4 Seeburg Model 47M	124.50
3 Seeburg Lo Tone	52.50
1 Rock-Ola Model 1422	80.00
1 Rock-Ola Model 1426	115.00
30 Seeburg Wireless Wall Box W1-656	6.50
16 Seeburg 3-Wire Wall Box 3W2-656	10.95
30 Packard Pla-Mor Wall Box	8.95
10 Wurlitzer Wall Box 2021	6.50
6 Wurlitzer Wall Box 100	8.00

Filbin Mirrocle Cabinet, 5-10-25¢, electric selector with 16" speaker, looks brand new (must be seen to be appreciated), with 30 selection hideaway, including over 100 ft. multi-wired cable. This equipment is a steal at $125.00

1 Downey Electric Coin Sorter and Counter, 1-5-10-25¢, equipped with Veeder Meters 169.50

All Shuffles & Music $10.00 crating each piece. All 5 Balls $5.00 crating each piece. | 1/3 deposit with all orders, balance C.O.D. Subject to prior sale.

Phone, Write or Wire—Edmondson 8322—Gilmor 7935

JACHAM, INC.

502 EVERGREEN AVENUE BALTIMORE 25, MD.

SPECIAL CLOSEOUT

12 New Music Mites, 5¢, with stands. Ea. $100.00

ONE BALLS

Turf King	$125.00
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Used Packard W.B. Ea.	$ 7.50
New Chrome Packard W. Boxes, Ea.	22.50
50 Used Rock-Ola 5¢ W. Boxes, Ea.	6.50

NEW 5 BALLS

GOTTLIEB SKILL-POOL

You will want all you can get of this Game on your route. We predict the best money MAKER you ever had.

Caravan
Long Beach
Paratrooper

NEW

United 6 Player
Matches Score
Matches Star
Write for Price.

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11 Col. 25¢ DuGrenier	$ 99.50
9 Col. 25¢ Stewart-McGuire	85.00
10 Col. Electro, like new	225.00

USED 5 BALLS $25.00 each

Gizmo, Alice in Wonderland, Summertime, Bowlettes, Big Snarler, Just 21, Super Hockey, Holiday, Moonglow, Wisconsin, Dew-Wa-Ditty, Three Feathers, Yanks, Pinch Hitter, Maryland, Ramona, Jack & Jill, Robin Hood, El Paso

USED 5 BALLS $39.50 each

Gin Rummy, Select-a-Card, Bank-a-Ball, St. Louis, One, Two, Three, Bowling Champ

SPECIALS

Fighting Irish	$ 60.00
Wild West	120.00
Control Tower	120.00
Shoot the Moon	165.00
Crossroads	100.00
Pin Bowler	60.00
Double Feature	115.00
Domino	185.00
Quartettes	100.00
Slugfest	165.00
9 Ball	165.00
Hit & Run	185.00
Knockout	75.00
Majorette	175.00
Madison Square Garden	115.00
Shoo-Shoo	95.00
2 Midget Movies, Ea.	$125.00
Gottlieb Grippers, Used. Ea.	9.50

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I Found My Best Equipment at PURVEYOR!

Shuffleboard supplies

Shuffle Gems Wax, Case (12)	$ 2.30
Past Wax, Case (12)	4.55
Pucks (Set of 8)	Write
Score Sheets, 10 Pads	7.50
Fluorescent Lights, pair	22.50
Use Rock-Ola Shuffleboard Lites, pr.	12.50
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Genuine DeLuxe **FORMICA TOPS**

With original silk screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago Coin and Universal Games. In lots of three—$17.95 each. Write for quantity prices.

SHUFFLE GAMES

United 6 Player	$265.00
5-Player	245.00
TWIN REBOUND	145.00
Shuffle Slugger	79.50
Shuffle Express	45.00
Bally Shuffle Line	125.00
Shuffle Target	119.00
Super Twin Bowler	89.00
DeLuxe League Bowler	295.00
League Bowler	185.00
Shuffle Alleys	29.00
Rock-Ola Shuffle Lane	29.00
Chicoin Baseball	45.00
EXHIBIT STRIKE	89.50
WILLIAMS DOUBLE HEADER	45.00
Bally Baseball	49.50
Universal Twin Bowler	49.50

PURVEYOR Shuffleboard Co.

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Manufacturers' Directory

• Continued from page 111

J. Schoenbach Co.
1645 Bedford Ave.
Brooklyn 25, N. Y.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles 23, Calif.
U. S. Postage Stamp Machine Co.
1829 Wilson Ave.
Chicago

Post Card Venders

Exhibit Supply Co.
4218 W. Lake St.
Chicago
International Mutoscope Corp.
44-02 11th St.
Long Island, N. Y.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles 23, Calif.

Radios (coin-operated)

CoreSio, Inc.
212 Broadway
New York
Hotel Radio Corp.
1040 W. Fort
Detroit
Philtein Electric Division
O K. Stamping Corp.
Fort Wayne, Ind.
Tradio Co.
Asbury Park, N. J.

Sandwich Venders

J. H. Keeney & Co.
2600 W. 50th St.
Chicago
Rowe Mfg. Co., Inc.
31 East 17th St.
New York
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Sanitary Napkin Venders

ASvance Machine Co.
4641 North Ravenswood Ave.
Chicago
Hospital Specialty Co.
1981 E. 66th St.
Cleveland, O.
Sanitex Co.
14182 Meyers Rd.
Detroit 27, Mich.
Twin Tee Vendors Mfg. Co.
12653 S. Irving St.
Blue Island, Ill.
Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago

Scales

A. B. T. Mfg. Co.
715 N. Kedzie Ave.
Chicago
American Scale Mfg. Co.
3206 Grace St., N. W.
Washington, D. C.
J. P. Prents Mfg. Co.
13140 Reeford St.
Blue Island, Ill.
Hamilton Scale Co.
1702 Summit St.
Toledo 11, O.
Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago
Peerless Weighing & Vending Machine Corp.
26-28 41st St.
Long Island City 1, N. Y.
Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago
Watling Mfg. Co.
4650 W Fulton St.
Chicago 44

Soft Drink Venders (bottle)

Atlas Metal Works
P. O. Box 5206
Dallas, Tex.
Atlas Tool & Mfg. Co.
2126 Indiana Ave.
Kansas City, Mo.
General VenSing Machine Corp.
549 W. Washington Blvd.
Chicago
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago
S & S Products Co.
P. O. Box 1047
Lima, O.
The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
Vendorlator Mfg. Co.
4000 Railroad Ave.
Fresno, Calif.

Soft Drink Venders (cup)

Automatic Products Co.
250 W. 57th St.
New York
Cole Products Corp.
39 S. La Salle St.
Chicago
Hupp Corp.
1250 W. 76th St.
Cleveland, O.
Lyon Industries, Inc.
373 4th Ave.
New York
Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago
Navenco Mfg. Co.
5608 E. Mockingbird Lane
Dallas
Spacerb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
3250 Broadway
Chicago

Soft Drink Venders (hot, cold)

Cole Products Corp.
39 S. La Salle St.
Chicago
Indeveo, Inc.
606 E. 141st St.
Bronx 54, N. Y.
Rudd-Melikian, Inc.
1946 N. Howard St.
Philadelphia, Pa.
Snively Vending & Sales
Winter Haven, Fla.
Spacerb, Inc.
375 Fairfield, Ave.
Stamford, Conn.

Miscellaneous Merchandise Venders

White's Comb VenSer Co. (BOBBY PIN)
296 Grace St.
Elgin, Ill.
International Mutoscope Corp. (BOOK)
44-02 11th St.
Long Island City, N. Y.
F. B. Dickinson & Co. (COAL)
8000 University St.
Des Moines, Ia.
AnSrews Mfg. Co., Inc. (COMB)
660 S. Rochester Rd.
Clawson, Mich.
White's Comb Vender Co. (COMB)
286 Grace St.
Elgin, Ill.
Automatic Donut Corp. (DONUT)
333 W. Pike St.
Long Beach, Calif.
MerchanSising Dispensers, Inc. (HAIR OIL & HAND LOTION)
1792 W. Adams Blvd.
Los Angeles 18, Calif.
Tux HanSkerchief & Vending Machines (HANDKERCHIEF)
2401 40th St.
Rock Island, Ill.
F. B. Dickinson & Co. (ICE)
8000 University St.
Des Moines, Ia.
S & S VenSing Machine Co. (ICE)
670 Lincoln Ave.
San Jose, Calif.
VenS-Rite Mfg. Co. (KLEENEX)
1538 N. Halsted St.
Chicago 22, Ill.
Atlas Mfg. & Sales Corp. (LIGHTER FLUID)
12220 Triskett Rd.
Cleveland
L. E. Scott Co., Inc. (LIGHTER FLUID)
277 Water St.
Warren, R. I.
A. H. PitchforS, Inc. (LOTION)
1195 Pinewood Dr.
Pittsburgh 18, Pa.
Columbus Vending Co. (MATCH)
2005 E. Main St.
Columbus, O
Bexar Corp. (OXYGEN)
411 N St. Marys St.
San Antonio, Tex.
Dixie Cup Co. (PAPER CUP)
Easton, Pa.
Lily-Tulip Cup Corp. (PAPER CUP)
122 E. 42d St.
New York
Rowe Mfg. Co., Inc. (PASTRY)
31 E. 17th St.
New York
Stoner Mfg. Co. (PASTRY)
328 Gale St.
Aurora, Ill.
Empire Pencil Co. (PENCIL)
Shelbyville, Tenn.
Kaye & Co. (PENCIL)
2532 West High Ave.
Philadelphia, Pa.
Perfumatic of Canada, Ltd. (PERFUME)
561 Eglinton Ave.
Toronto 12, Ont.
AnSrew Gorretta & Co. (POWDERED SOAP)
5209 Euclid Ave.
Cleveland, O.
International Mutoscope Corp. (PHOTO & VOICE RECORDER)
44-02 11th St.
Long Island City, N. Y.
Auto-Photo Co. (PHOTO)
1444 S. San Pedro St.
Los Angeles, Calif.
VenS-Rite Mfg. Co. (PRETZEL)
1538 N. Halsted
Chicago
National Sanitary Sales (RAZOR BLADE)
4307 Lawrence Ave.
Chicago
Shipman Mfg. Co. (STATIONERY)
1326 S. Lorana St.
Los Angeles 23, Calif.

SERVICE VENDERS

See-Well, Inc. (BINOCULARS)
545 5th Ave.
New York
Pay-Pull Mfg. Co., Inc. (BOTTLE OPENER)
720 San Pedro Ave.
San Antonio, Tex.
McDowell Mfg. Co. (FOOT STIMULATOR)
Pittsburgh 9, Pa.
Electric-Aire Engineering Corp. (HAIR DRYER)
209 W. Jackson Blvd.
Chicago 6
Insurograph, Inc. (INSURANCE)
Brown-Marx Bldg.
Birmingham, Ala.
AIS, Inc. (LAUNDRY)
3546 N. Clark St.
Chicago 13
A. H. Pitchford, Inc. (SHAVER)
1105 Pinewood Drive
Pittsburgh 18
ASvance Machine Co. (TOILET LOCK)
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Cointyper Corp. of America (TYPEWRITER)
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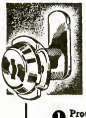

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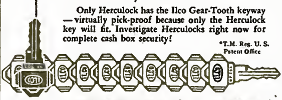

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SHUFFLEBOARDS, ETC.

Electric Scoreboards Overhead, 15-21 pts. Horsecollar 15-21-60 pts. $125 ea.
Wall Model 15-21 pts. and 15-21 SS pts $95.00 ea.

Fluor. Shufflebd. Lights (set of 4) ..$12.00
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Pucks (set of 8)....$10.00
Dbl. Paced Pucks .. 1.49
Wax. Doz. 3.00
C.C. Goalee 64.50
Bally Shuffle Line 99.50
Keeney 4-Pl. Leag. Bowler, 8 Ft. ... 139.50
8' New Side Cushion Shuffleboards 89.50

NEW 22' SHUFFLEBOARD, Maple Top, Complete, Crated $169.50

22' Maple Tops, brand new, crated 90.00
New 9" Jumbo Pin Conv. 19.50
Got. K.C. Jones 80.50
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C.C. Football 80.50
C.C. Super Hockey 54.50
Bally Hot Rod 54.50

C.C. Sally $20.50
Kwik Shoe Shine Mech., Bl. & Br. .. 54.50
C.C. Cataline 29.50
Wms. Rainbow 37.50
Ex. Swanee 54.55
Ex. Campus 99.50
Genco Mercury 69.50
Genco Big Top .. 64.50
Genco 1-2-3 ...... 34.50

BINGO GAMES

5 Star $150.50
Bright Lights 300.00
Bright Spot 365.00
Coney Island 360.00

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THOROUGHLY CONDITIONED EQUIPMENT

• SEEBURG M-100A ....$599.50 • WURL. 750-E ....$ 79.50
• KEENEY DeLuxe LEAGUE BOWLER 299.50 • UNIV. 5-STAR 129.50

WANT TO BUY: Late Model Phonos, Bingos, Pins. State quantity, condition, price in first letter.

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Phone: Fremont 7-4495

"You can always depend on Active—ALL WAYS"

BINGO GAMES

United Stars	Write
Bright Spot	$349.50
Bright Light	240.50
Atlantic City	Write
New Gottlieb Skillpool	Write
Gottlieb Knockout	99.50
Gottlieb Sharpshooter	79.50
Watch My Line	129.50
Genco Tri Score (New)	190.00
Chi Coin Play Ball (New)	99.50
Exhibit Jet Gun	275.00
Exhibit Six Shooter	179.50
Dale Guns	58.50
Turf Kings	149.50

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CENTRAL OHIO COIN MACHINE EXCHANGE
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WANT TO BUY!
10 PHILA. TOBOGGAN SKEE BALLS
Must be in perfect condition. State best price, how old and condition.
I. FEIT, FEIT MUSIC
WOODBINE, N. J.

"Counter Game"

Wishing Well

NEW "SKILL" SENSATION. Amazing collections. Start Route. $50.40 Dozen; samples, $7.50 each; shipped ppd. 25% dep. on C.O.D.'s.

LEGALSHARE GAMES
Box 929
Long Beach 1, Calif.

YOUR CONFIDENCE IS OUR MOST IMPORTANT ASSET. . . That's Why You Always Get a Better Buy from LONDON!

SHUFFLE GAMES — Shuffle Express, Chicago Coin Bowling Alley, Universal Twin Bowler, Deluxe Bowler, Speed Bowler — $49.50 EACH

TAKE YOUR CHOICE — Ten Pins, Shuffle Alley, Bowling League, Shuffle Lane, Pin Boy, Shuffle Bowler, Bowlette, Twin Shuffle — $24.50 EA.

USED
Dale Gun $60.50
All Star Baseball 40.50

NEW GAME SPECIALS
Tri-Score, Stop 'n' Go ....WRITE

NEW LOW PRICES!		FIVE-BALLS		NEW LOW PRICES!	
Cinderella	$39.50	Monterrey	$39.50	Camel Caravan	$69.50
Black Gold	50.50	Summertime	39.50	Three Feathers	50.50
Sarasota	40.50	Virginia	39.50	Floating Power	40.50
Wisconsin	39.50	Tennessee	39.50	Champion	50.50
Triple Action	20.50	Dallas	40.50	Samba	59.50
Merry Widow	39.50	Maryland	40.50	Morocco	40.50
Screw Ball	30.50	Lucky Inning	79.50	Swanee	59.50
Trade Winds	30.50	Rondeevoo	30.50	Alice in Wonderland	39.50
Spin Ball	29.50	Major League Baseball	20.50	Lady Robin Hood	39.50
Crazy Ball	29.50	Moon Glow	30.50	Humpty Dumpty	29.50
Cataline	20.50	Aquacade	40.50	Talecard	40.50
Stormy	20.55	El Paso	40.50	Hit Parade	39.50
Dew-Wa-Ditty	29.50				

TERMS: 1/3 Deposit, Balance C.O.D.

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Your key to SALES RESULTS— the advertising columns of THE BILLBOARD!

Coinmen You Know

Chicago

Richard Cole, vice-president of Cole Products Corporation, is looking forward to his firm's introduction of its newly acquired hot coffee vender. The unit, made by American National Dispensing Company, will be marketed under the Cole name when it is introduced in the U. S. and Canada.

W. S. Deree, president of Alco-Deree Company, reports the summer season has proved a good one for his firm's refrigerated candy venders. Demand was upped thru the Southern and Southwestern and in the Mid-western industrial areas, he stated. **Richard Adair**, R. H. Adair Company, Oak Park, continues to be one of the top-activity bulk vender distributors in the area. Dick reports that with the two new Victor models and the Baby Grand oak cabinet unit to offer, operator interest is perking up.

Clayton Nemeroff, Monarch Coin Machine, Inc., has a new vending machine and product program ready to go. The final details were set this week . . . National Association of Bulk Vendors president, **Alvin Kentor**, of Confection Specialities, Inc., feels the bang-up program the organization has set for its convention September 15-16, will prove a real operator benefit. The group will hold forth in the Morrison Hotel here.

King-size columns continue to be the chief topic of conversation with cigarette operator customers, **Jimmy Martin**, James H. Martin, Inc., states. Martin handles a 21-State Midwestern territory for DuGrenier equipment.

The week began on a crisp autumnal note and local coinmen went about their business with plenty of zest. Tho no one was able to pin down the September born enthusiasm, most distributors and operators were agreed it would be a busy fall.

New games on the market was a chief topic of conversation in coinmen gatherings. These included **Bally's** Palm Beach, **United's** Stars, **Exhibit's** Super Twin Rotation, **Genco's** 400, **Williams'** Long Beach, **Chicago Coin's** 10th Frame and Match Bowlers, and **Gottlieb's** Skill-Pool. Meanwhile, some of the industry's leading horse makers, Exhibit (Big Bronco) and Bally (The Champion) were enthused about a flock of orders which arrived in the past week.

Frank Mencuri, Exhibit sales manager, was in Toronto for the final week of the Canadian National Exposition, where his firm had a display of 18 coin-operated horses. Meanwhile, **Art Weinand** was holding down the fort and running up a flock of Rotation orders.

Mervin Bland, Terre Haute, Ind., was a visitor at the Kenney plant this week. **John Conroe**, Keeney vice-president, was in the East on a business trip. **Roy McGinnis**, president, is back in peak physical shape . . . **Ken Poulsen**, factory representative for IKI location insecticide products, continues to make those long trips thru several States weekly. He works out of Madison, Wis.

At First Distributors, new and used games are in steady demand but **Wally Finke** states Exhibit's Super Twin Rotation is getting hotter than a pistol. His partner, **Joe Kline**, claims the news is just getting around on the growing appeal of the game. **Mal Finke**, head of the premium division, and **Ben Michaels** are at work on First's 1953 catalog.

Sam Lewis, Chicago Coin Machine Company, wound up his vacation this week end was expected back at the office Monday (8). **Ed Levin**, sales manager, reports interest in both 10th Frame Bowler and Match Bowler has reached new peaks. A recent visitor was Irv Blumenfeld, General Vending Sales, Baltimore.

Herb Perkins, Purveyor Shuffleboard, announced Friday (5) the addition of two shipping expediters—**Raymond Antonucci** and **James Smith**. Firm has had a lot of requests for conventional shuffleboards and the Bank-Shot units from Chicago locations.

Monty West arrived back from a road trip Friday (5). He had made a swing thru World Wide's Illinois territory in the interest of games and music machines. **Al Stern**, **Len Micon** and **Fred Skor** reported unusual interest in Williams' new Paratrooper game.

Foreign shipments continue to grow in importance at Empire Coin Machine Exchange. **Gil Kitt** and **Vince Shay** made a visit to the Evans plant to view first production of the Century Music Box.

New York

Now that Labor Day is history, 10th Avenue is perking up and looking forward to a busy fall and winter. Dropping in to West Side Distributors to see the new kiddie Merry-Go-Round on display, were ride operators **Moe Dresscher**, of New Jersey; **Joe Kaschinsky**, Brooklyn, and **Sandy Warner**, of Inwood, L. I.

Tom Mahaffey, Port Chester, N. Y., operator, a visitor to Dave Lowy & Company. The firm reports that it is now filling many of the back orders for its Match-Me scoring conversion unit. Heretofore, the orders had exceeded the ability of the factory to keep up with them. . . . **Jerry Miller**, New York operator, is vacationing in Quebec. . . . **Wilbur Aaronson** on the road to line up new locations for his game route.

Jerry Gilbert, 14-year-old son of **Al Gilbert**, a partner in United Play Machines, was the talk of White Lake, N. Y., where the youngster recently caught a 23-inch pickerel. It was one of the largest ever hooked, and Jerry's pop, quite a fisherman in his own right, delighted in telling the tale. . . . **Mike Munves** reports that the Super Twin rotation game is getting a big play.

Saying hello to **Morris Rood** at Runyon Sales last week were **Joseph Weisz**, of Larch Vending Company, Larchmont, N. Y.; **Carl Pavesi**, president of the Westchester Operators Guild; **Irving Fenichel**, Brooklyn operator; **Tom Mehaffey**, Port Chester, N. Y., operator; **Bob Kimelman**, Brooklyn operator, and **Abe Bernstein**, an operator of Freeport, L. I.

John Bullock, Sullivan County operator, and **Tom Greco**, of Glasgow, N. Y., visiting **Murrey Keye** at Atlantic New York Corporation. The collector for **Jack Levine's** Nassau Cigarette Service was robbed of approximately $900 Thursday (4) as he wss returning from his rounds. . . . **Dave Miller**, former WPAT (Jersey) disk jockey, and a friend of many in the juke box industry, is in Chicago where he has TV and radio disk shows going strong. Many folks getting ready to head for Chicago and the MOA convention, which, according to advance reports, should be a successful one.

Ben Becker, Eastern manager of the Bally Manufacturing Company, is recovering from a recent heart attack, and is resting comfortably at his home at 169 Hooker Street, Brooklyn.

Los Angeles

Sam Weitzman, president of Oak Manufacturing Company, makers of Acorn bulk merchandisers, is back from two weeks at LaPaz, Baja California. He took his sons, Midshipman **Normen Weitzman** of Annapolis, and **Barry**, of Arizona State College, on a fishing trip there.

According to **Harold Probasco**, Oak production manager, his firm will offer operators a new item perhaps before the first of the year. It will be adaptable to the present Acorn venders and handle a nationally advertised product. Probasco recently returned from a national tour of Acorn distributors. He said he found the new Silver Streak Brush Housing and Silver Streak Ball Gum Wheel most popular.

ONE-BALLS

WINNERS	$ 61.50
CITATIONS	29.50
CHAMPIONS	47.50

PHONOGRAPHS

1100 Wurlitzer	$339.50
1015 Wurlitzer	169.50
AMI Model "C"	460.00
Seeburg 146-N	98.50

5-BALLS & ARCADE

Chi Coin TAHITI	$ 49.50
Chi Coin SUPER HOCKEY	49.50
Exhibit SAMBA	29.50
Genco 1-2-3	29.50
Genco Springtime	144.50
Gottlieb Double Shuffle	64.50
Williams El Paso	32.50
Williams Saratoga	29.50
Gottlieb Selectecord	29.50
Wms. Super World Series	239.50
Wms. Quarterback	49.50
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Will convert any United Shuffle Alley into a MATCH-A-SCORE Game $57.50

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Berger Set to Distribute Trio Of Dime Rides

NEW YORK, Sept. 6.—H. H. Berger, of West Side Distributors, is now displaying the Kara-zoo, a two-horse coin-operated Merry-Go-Round, one of three new rides which he will distribute in all States east of the Mississippi River.

Manufactured by the Merry-Go-Round Sales Company, Philadelphia, the Merry-Go-Round operates on either AC or DC (optional), stands about 6½ feet high and is approximately 48 inches in diameter. It is said to withstand a weight of more than 500 pounds.

Two stationary horses, made of aluminum and brightly painted, are bolted to the floor of the revolving unit, the entire ride being encircled by a metal grillwork fence. Each ride lasts a minute and a half and, as Berger points out, two or even three kiddies can ride for the one price of 10 cents.

After depositing a dime in the push-slot mechanism which is set into the base, moppets enter the Carousel thru a spring-held door. Once seated, they activate the unit by pushing starting buttons located on the leather-reined horses. As the ride starts, tape-recorded music in the base begins to play, adding greatly to the Merry-Go-Round effect. The music can be changed at any time simply by installing a new spool of musical tape.

To heighten the Carousel effect even more, a striped canopy umbrella top is provided, the support pole standing upright between the horses in the center of the unit. Lights can be added for night-time use, Berger explained.

Because of its circular shape and the fact that it needs no legs for support, the ride can be placed in almost any location, even in the corner of a room, Berger said. Deliveries are now being made.

Two other new 10-cent plays, the Rocket Patrol and the Red-Nosed Reindeer, also are to be distributed by Berger. Both are produced by the Philadelphia manufacturer, Merry - Go - Round Sales.

The aluminum-bodies rocket ship will offer among other features a flight of steps built into the base for ease in entering and exiting. The rider also will be able to control the speed—moderate or a bit faster for the more daring pilots. Sealed motors, which need no oiling or greasing and which are guaranteed for five years, are standard equipment on these rides. Delivery is now being made.

The reindeer ride, which can be switched with horses, will be ready for shipment in about 10 days, according to the distributor. Replete with antlers, a flashing red nose and a leather saddle, the molded aluminum ride also is a 10-cent play.

Shuffle Alley Scoring Unit New on Market

NEW YORK, Sept. 6. — Kings Amusement Company, Brooklyn manufacturer, is producing a conversion unit for use on shuffle alley games, one trade-named "Match-the-Wheel."

According to Arthur, Aaron and Albert Herman, owners of the firm, the trend of the shuffle alley games, as such, has indicated a loss of appeal. "Something new must be added," the owners claim, "and the conversion scoring unit seems to be the answer."

The unit is screwed to the top of a game's backboard and is ready to work simply by connecting two wires. When a coin is inserted, a wheel in the center of the unit is activated. When it stops an arrow points to the number which must be matched by the player. Five stars, representing bonus scores, also are a feature of the unit.

Priced at $42.50, the conversion is made of new, factory-precision parts and spaces are provided for posting high score bowled and high score matched. The scores can be erased at any time.

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PUSHBACK WIRE
18 OR 20 STRANDED

NOW AVAILABLE IN
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COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

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PLAYERS prefer a smooth, accurate SLICK-waxed board.
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NEW Polishing Wax and Cleaner for a tough, scuff-proof finish. Wipes on lightly, without rubbing. Speeds boards up 50%. Use with SLICK Shuffleboard Wax.

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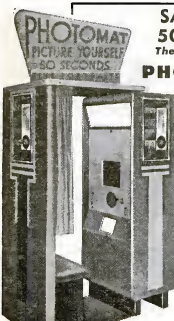

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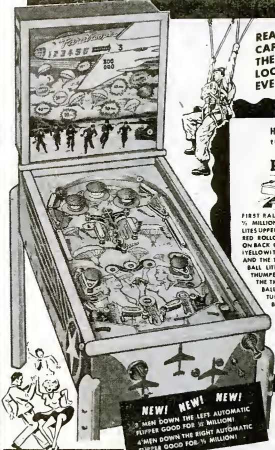

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Bally Defender	95.00
Bally Heavy Hitter	69.50
Bally Rapid Fire	125.00
Chi. Coin Hockey	75.00
Chi. Coin Pistol	100.00
Chicken Sam	105.00
Chi. Coin Basket Ball Champ	225.00
Chi. Coin Goalee	125.00
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Keeney Sub Gun	125.00
Keeney Air Raider	125.00
Kirk Nite Bomber	150.05
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Mills Panorams	225.00
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Muto. Photo, late	550.00
Muto Skyfiter	125.00
Pitch'm & Bat'm	$185.00
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Rock-Ola World Series	75.00
Siro's Brush Up	50.00
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Seeburg Bear Gun	295.00
Six Shooter	155.00
Supreme Bolascore	100.00
Texas Leaguer	50.00
Ten Strikes	75.00
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5¢ Kleenex Venders. Ea	$ 27.50
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JUST SCAN THESE TERRIFIC **ATOMIC JET** FEATURES:

- Lights in tail and nose, and crystal lights in dash, flicker and flash to attract play when plane is idling.
- Atomic Jet is low slung so child can get in and out by himself without necessity of a ladder.
- Child is completely safe at all times. Blast-Off Switch is illuminated when coin is deposited. When Blast-Off Switch is pressed, that light and the crystal landing lights go off; and, the air blower starts to give realistic take-off effect. Not till then does Atomic Jet really go into action with blasting atomic rays.
- A real sense of being in full flight is created by jet-powered blast of air that sweeps over child during the one minute of flight. This is perfectly safe—it's not a fan, it's a cleverly concealed air blower. Also, during flight, twin flying lights mounted in the tail flash on and off. When ride is completed the crystal landing lights in the dash resume their flicker action.
- Atomic Jet has DUAL PILOTING!
- When child presses button on joy stick, futuristic atomic ray guns go into action flashing red rays at the two enemy planes which are revealed in Radarscope on dash; and, further excitement is added by the simultaneous release of the air whistle.

Specifications: Base 29" x 48". Overall Length 72". Height 45". Weighs about 350 lbs. Operates on standard 110V AC Current.

All parts of ATOMIC JET are easily accessible for servicing, and are readily removable with thumb-screws, switches, and Jones plugs. An electrical diagram is shipped with each machine.

EQUIPPED WITH NATIONAL COIN REJECTOR

ATTENTION, DISTRIBUTORS! Atomic Jet is NEW! Choice territories are still available! Write, phone, or wire . . .

Manufactured by NASCO exclusively for

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Brilliant Music Co., 19963 Livernois Ave, Detroit, Mich.
Bush Distributing Co., 286 N. W. 29th St., Miami, Fla.
Central Music Distributing, 1523 Grand Ave., Kansas City, Mo.
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Double U Sales Corp., 1101 Cathedral St., Baltimore, Md.
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ROCK-OLA

1426	$119
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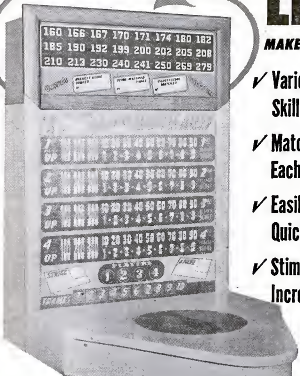
MAKES OLD SHUFFLE GAMES EARN NEW PROFITS!



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12 • **TROUBLE-FREE MECHANISM**
NATIONAL REJECTOR

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SEE PAGE 124

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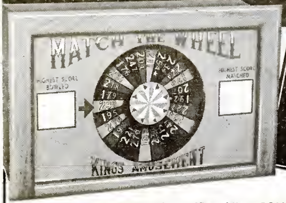

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OTHER FEATURES
- ★ 25 numbers to match—5 stars
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1 to 15 POOL-BALL SEQUENCE . . .
TARGET, When Lit . . .
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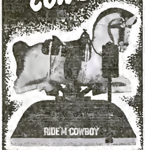

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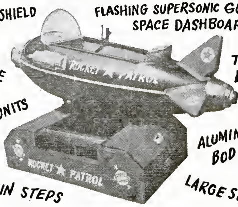

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1 OR 2 CHILDREN FOR 10c
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A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.

A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

NO MORE "ONE-SIDED" SCORES

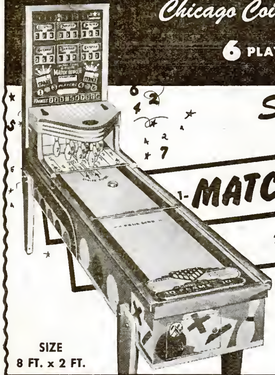
GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.

Features

- HIGH SCORE OF THE WEEK
- INDIVIDUAL SCORE DRUMS
- 7-10 SPLIT PICKUP
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND 20-30 SCORING

SIZE
8 FT. x 2 FT.

Chicago Coin's 6 PLAYER MATCH BOWLER



Sensational "2-WAY" MATCHING FEATURE

1- MATCH A NUMBER

2- MATCH A STAR

1-2-3-4-5 OR 6 CAN PLAY 10¢ PER PLAYER

EASY TO READ INDIVIDUAL SCORE DIALS

• FORMICA PLAYFIELD • JUMBO "FLY-AWAY" PINS • 7-10 SPLIT PICK-UP
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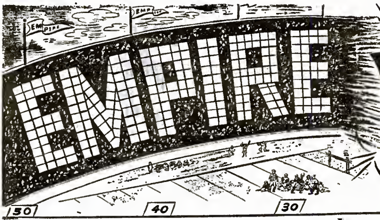

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Empire cordially invites you to see and hear the wonderful new

EVANS'

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100 SELECTION PHONOGRAPH

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September 11, 12, 13

Exports... Empire's experienced Export Department supplies equipment of the highest quality only and saves money for importers on transportation, packing and routing. Write for details and catalog.

United's LITE-A-SCORE

New Match Score Conversion Unit fits all standard 2, 4, 5 and 6 player bowling games.

- Variety of skill scores to match.
- Match score changes each game.
- Easily and quickly installed.
- Stimulates new interest, increases play.

$57.50 20 lbs.

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UNITED STARS

Genco "400"
Chi. Big Hit
Gott. Skill Pool
Bally Palm Beach
Wms. Horsefeathers
Chi. King Pin . . . Spec.

BINGO

Spot Lite	$375
Bright Spot	340
Bolero	325
Leader	350
Bright Lights	290
Holiday	345
A-B-C	195
5-Stars	175

Touchdown	$275.00
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St. Louis	74.55
Majors of '49	74.50
Big Top	74.50
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UNITED 6-PLAYER STAR S. A., 8 or 9 Ft
Chicoin Match Bowler, 6 Player
Chicoin 10th Frame Bowler, 6 Player
UNITED 6-PLAYER SUPER SHUFFLE ALLEY
Star Bowler, 10' 2-player, wood balls . . . $350.00
Exhibit Super Twin Rotation. Write for Prices.

Formica Tops Installed on United and Chicoin Shuffle Games—$15.00 extra.

United DeLuxe 6-Player	$375.00
United 5-Player	245.00
United 4-Player	220.00
UNITED TWIN REBOUND	**165.00**
United Twin Shufflecade	195.00
Un. Double SA Express Rebound, 8'	139.50
United Skee Alley	79.50
Un. 2-Player SA Express	139.50
United Single SA Rebound	89.50
Univ. High Score Bowler	179.50
Univ Super Twin Bowler	109.50
Chicoin 6-Player, Formica Top	319.50
Chicoin Shuffle Horse Shoe	129.50
Chicoin Bowling Classic	109.50
Chicoin Trophy Bowl	119.50
Bally Hook Bowler	175.00
Bally Shuffle Line	125.00
Keeney DeLuxe League Bowler	529.50
Keeney League Bowler, 4 Player	195.00
Keeney Double Bowler	125.00
Wms. Double Header	79.50
Genco Shuffle Target, 10' or 8'	129.55
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Exh. Jet Gun	249.50
Muto. Photomatic, Bob.	650.00
Muto. Voice-o-Graph, 35¢	525.00
Chicoin Basketball Champ	275.00
Ex. Ten Strike, Like New	169.50
Shoot the Bear	319.50
Chi. Midget Skee Ball	199.50
Chi. Pistol	129.50
Star Series	139.50
Merc. 13-Way Ath. Scale, New	99.50
Telequiz & Film	$169.85
Foot Vibrator	119.50
Wms. All Stars	109.50
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Pokerino	99.50
Quarterback	89.50
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Show & Film	49.50
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Acme Shocker	24.50
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ABT Skill Gun	39.50

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Black Gold	74.50
Super Hockey	69.50
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Tucson	69.50
Buccaneer	64.50
Grand Award	64.50
Triple Action	59.50
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Yanks	49.50
Robin Hood	49.50
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	69.50

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Old Hilltop
Univ. Across the board
Bally Futurity

Turf King	$175.00
Winner	175.00
Champion	89.50
Citation	79.50
Gold Cup	59.50
Jockey Special	54.50
Special Entry	49.50

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Marion Scale	89.50
Silver King	13.95
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H.W. 49, 1¢, 5¢	17.35
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U-Select-It	49.50
De Luxe, 1-5¢	24.50
N.W. Tab Gum	25.95
33 ball Gum	7.50
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Uneedapak, Mod. 500, 7 Col.	$130
Rowe Royal, 8 Col.	130
Rowe Royal, 10 Col.	140
National 930, 9 Col.	130
Rowe Crusader, 10 Col.	$155
DuGrenier Champion, 11 Col.	125
Rowe President, 10 Col.	155
National Model 950, 9 Col.	145

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PALM BEACH See Page 120

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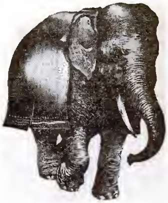

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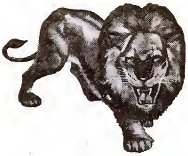

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